

California Travel Impacts by County, 1992-2005

2006 Preliminary State Estimates

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**A Joint Marketing Venture of the California Travel and Tourism Commission
and the Business, Transportation and Housing Agency, Division of Tourism**

PREPARED BY

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PREFACE

The purpose of this study is to document the economic significance of the travel industry in California from 1992 through 2006 and to provide preliminary estimates for 2006. These findings show the level of travel spending by those traveling to and through the state, and the impact this spending has on the economy in terms of earnings, employment and tax revenue.

This study was prepared for California Tourism. Special thanks are due to Tiffany Urness, Research Manager for her support and assistance.

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I. INTRODUCTION

This report describes the economic impacts of travel to and through California from 1992 to 2006. The estimates for 2006 are preliminary and subject to revision. These estimates of the direct impacts associated with traveler spending in California were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates, Inc. The input data used to detail the economic impacts of the California travel industry were derived from various local, state and federal sources. A primary objective of this research is to provide reliable, detailed figures that allow comparisons from year-to-year at the state and county levels. A description of the RTIM methodology is included in Appendix A.

REVISIONS TO TRAVEL IMPACT ESTIMATES

There were two types of revisions to the impact estimates in this report. The first resulted from revisions in source data, included lodging tax receipts, annual wage rates, and effective tax rates. The resultant revisions in the county impact estimates were negligible – the largest being a 4 percent increase in the estimate for travel-generated employment for Riverside County in 2004.

Second, the available data on Indian gaming facilities was reviewed to insure that significant travel impacts related to gaming were not excluded from the impact estimates. Indian gaming revenues in California were about \$7 million in 2005, compared to almost \$90 million in travel spending. However, most of these gaming revenues are not clearly attributable to visitor impacts (i.e., associated with an overnight stay or a fifty mile day trip). The largest adjustment in visitor impacts relating to casinos was for Yolo County (6 to 8 percent in impacts for 2004).

TYPES OF TRAVEL IMPACTS INCLUDED

Most of the travel that occurs in California is included in the scope of this analysis. The purpose of such travel can be for business, pleasure, shopping, to attend meetings, or for personal, medical, or educational purposes. All trips to California by U.S. residents and foreign visitors are included. The travel of California residents to other destinations within California is included, provided that it is neither commuting nor other routine travel. Travel to non-California destinations by California residents is not included as a component of visitor spending. Outbound air travel impacts and spending on travel arrangement services are included in the “Other Travel” category.

The impacts associated with both overnight and day travel are included if the travelers remain at the destination overnight or the destination is over 50 miles, one-way, from the traveler's home. These definitions are used to screen and, if necessary, to interpret and adjust local data used for travel impact measurements. The most conservative interpretation is employed where data limitations cause deviations from the above definition.

TRANSPORTATION IMPACTS

The focus of this analysis is on the destination-specific impacts of visitors. This is straightforward with respect to the spending on commodities such as accommodations, food services, recreation and retail purchases. It is less obvious with respect to ground and air transportation services, in that transportation provides a link between an origin and destination. In this report, the impacts related to spending on transportation are allocated to the location (i.e., county) in which those spending impacts occur, regardless of whether that location is the ultimate destination of the visitor. For this reason, urban counties will tend to have relatively greater transportation impacts even though some of that spending on transportation will be related to visits at other destinations. This is a reflection of the interdependencies of the visitor industry.¹

DIRECT AND SECONDARY IMPACTS

Economic impact measurements reported herein represent only direct economic impacts. Direct economic impacts include only the spending by travelers and the employment generated by that spending. Indirect and Induced impacts (or “multiplier” effects) of the additional spending of businesses and employees are not included.

IMPACT CATEGORIES

The specific categories of travel impacts included in this analysis are as follows:

Impact Category	Description
Expenditures	Purchases by travelers during their trip, including lodging taxes and other applicable excise taxes paid by the traveler at the point of sale.
Total Earnings	The earnings (wage and salary disbursements, earned benefits and proprietor income) of employees and owners of businesses that receive travel expenditures. Only the earnings attributable to travel expenditures are included; this typically is only a portion of all business receipts.
Employment	Employment associated with the above earnings; this includes both full- and part-time positions of wage and salary workers and proprietors.
Local Tax Receipts	Tax receipts collected by counties and municipalities, as levied on applicable travel-related purchases. Includes local sales taxes and transient occupancy taxes.
State Tax Receipts	State excise taxes such as sales and gasoline taxes attributable to travel expenditures, and income taxes levied on travel industry firms and employees.

¹ Spending on airfares to California are generally allocated to the counties in which air transportation employment occurs. The only exception is for San Francisco and San Mateo counties. Visitor airfares attributable to SFO airport are allocated to San Francisco visitor spending, even though the airport is located in San Mateo county.

VISITOR CATEGORIES

Travelers are classified according to the type of accommodation in which they stay. The types of visitors are as follows:

Type of Visitor	Description
Hotel/Motel/B&B Guest	Travelers staying in hotels, motels, resorts, bed & breakfast establishments, and other commercial accommodations, excluding campgrounds, where a transient lodging tax is collected.
Private Camper	Travelers staying in a privately owned (i.e., commercial) campground.
Public Camper	Travelers staying in a publicly managed campground such as those managed by the state or federal government.
Private Home Visitor	Travelers staying as guests with friends or relatives.
Vacation Home Visitor	Travelers using their own vacation home or timeshare and those borrowing or renting a vacation home where transient lodging tax is not collected.
Day Visitor	Both in-state and out-of-state residents whose trip does not include an overnight stay at a destination in California.

INTERPRETATION OF IMPACT ESTIMATES

Users of this report should be aware of several issues regarding the interpretation of the impact estimates contained herein.

- The estimates contained in this report are based on the most current data available and supersede all previous estimates of travel impacts.
- The monetary estimates in this report are expressed in *current* dollars. There is no adjustment for inflation, with the exception of the graphs on pages 6 and 13.
- The employment estimates in this report are estimates of the total number of full- and part-time jobs directly generated by travel spending, rather than the number of individuals employed. Both payroll and self-employment is included in these estimates.
- In general, estimates of small geographic areas (e.g., rural counties) are less reliable than estimates for regions or metropolitan counties. Trend analysis and comparisons of counties with relatively low levels of travel-related economic activity should therefore be interpreted cautiously.
- The estimates of travel impacts published in this report will necessarily differ somewhat from estimates generated from different models, methodologies and data sources. Nonetheless, it should be emphasized that all credible estimates of direct travel impacts at the state level, including those of Dean Runyan Associates, Inc., are of similar magnitude.

II. STATE TRAVEL IMPACTS

The multi-billion dollar travel industry in California is a vital part of the state and local economies. The industry is represented primarily by retail and service firms, including lodging establishments, restaurants, retail stores, gasoline service stations, and other types of businesses that sell their products and services to travelers. The money that visitors spend on various goods and services while in California produces business receipts at these firms, which in turn employ California residents and pay their wages and salaries. State and local government units benefit from travel as well. The state government collects taxes on the gross receipts of businesses operating in the state, as well as sales and use taxes levied on the sale of goods and services to travelers. Local governments also collect sales and use taxes generated from traveler purchases.

IMPACTS OF TRAVEL IN CALIFORNIA: A SUMMARY

- Total direct travel spending in California was \$93.8 billion in 2006. Over the past three years, travel spending has increased in California at an average annual rate of 6.9 percent. During the past year, travel spending increased by 6.0 percent.
- A substantial share of the increase in travel spending was due to higher room rates, airfares and gasoline prices. Inflation-adjusted (constant dollar) travel spending increased by 2.0 percent from 2005 to 2006.
- Thirty million visitors traveled to and through California by air in 2006 – essentially unchanged from the preceding year.
- During 2006, travel spending in California directly supported 928,700 jobs with earnings of \$28.5 billion. Travel spending generated the greatest number of jobs in arts, entertainment and recreation (233,700 jobs), food service (274,700), and accommodations (203,700).
- Visitors that stayed overnight in paid accommodations spent \$49.6 billion in 2006, or 57 percent of all visitor spending in the state.
- Travel spending in 2006 generated \$2.1 billion in local taxes and \$3.5 billion in state taxes.
- In 2006, one hundred dollars (\$100) of travel spending generated \$30.36 of earnings, \$2.20 of local tax revenue, and \$3.78 of state tax revenue.
- In 2006, the amount of travel spending that supported one job in travel-related businesses was \$101,000.

RECENT TRAVEL TRENDS IN CALIFORNIA

Total direct travel spending in California was \$93.8 billion in 2006. Over the past three years, travel spending has increased in California at an average annual rate of 6.9 percent. During the past year, travel spending increased by 6.0 percent. Overall, earnings increased by 3.9 percent and employment by 2.0 percent.

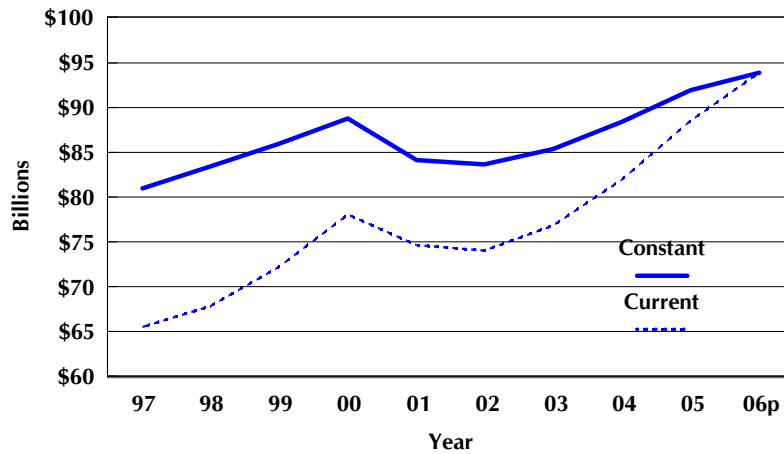
California Direct Travel Impacts, 1992-2006p

	Spending (\$Billion)	Earnings (\$Billion)	Employment (Thousand)	Tax Receipts (\$Billion)			
				Local	State	Federal	Total
1992	52.1	16.4	771	0.9	1.9	2.9	5.8
1993	53.1	16.5	772	1.0	2.0	2.9	5.8
1994	54.0	16.9	795	1.0	2.0	2.9	5.9
1995	55.4	17.4	812	1.1	2.1	2.9	6.2
1996	60.2	18.7	848	1.2	2.3	3.1	6.6
1997	65.5	20.2	887	1.4	2.5	3.3	7.2
1998	67.8	21.6	892	1.5	2.6	3.4	7.5
1999	72.2	23.1	929	1.6	2.8	3.6	7.9
2000	78.0	24.9	942	1.7	2.9	3.9	8.6
2001	74.7	24.3	876	1.6	2.8	4.1	8.5
2002	74.0	24.6	858	1.6	2.8	4.2	8.7
2003	76.8	25.3	878	1.7	2.9	4.2	8.8
2004	81.9	26.6	895	1.7	3.2	4.4	9.3
2005	88.5	27.4	910	1.9	3.4	4.7	10.0
2006p	93.8	28.5	929	2.1	3.5	4.9	10.5
<i>Annual Percentage Change</i>							
05-06p	6.0	3.9	2.0	8.6	4.5	4.4	5.3
92-06p	4.3	4.0	1.3	5.7	4.5	3.7	4.3

Estimates for 2006 are preliminary. Earnings include payroll, other earned income and proprietor income. Employment includes payroll employees and proprietors. *Annual Change for 1992-2006p is the average annual percentage change.

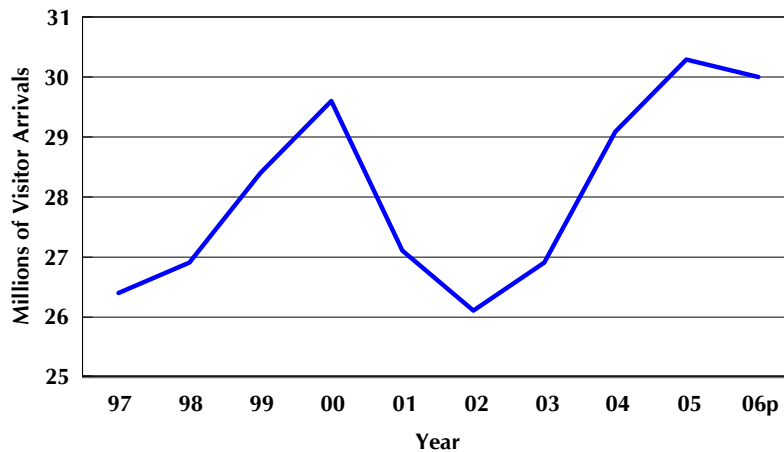
A substantial share of the increase in travel spending was due to higher room rates, airfares and gasoline prices. Inflation-adjusted (constant dollar) travel spending increased by 2.0 percent from 2005 to 2006 (see graph, following page). A preliminary estimate of domestic air travel to and through California also indicates a flattening of growth relative to the strong increases of the preceding three years.

Direct Travel Spending in California Adjusted for Inflation 1997-2006p



Note: Travel spending was deflated by a composite of price indices for the West Urban CPI and room rates reported by Smith Travel.

Domestic Air Passenger Visitor Arrivals to California, 1997-2006p



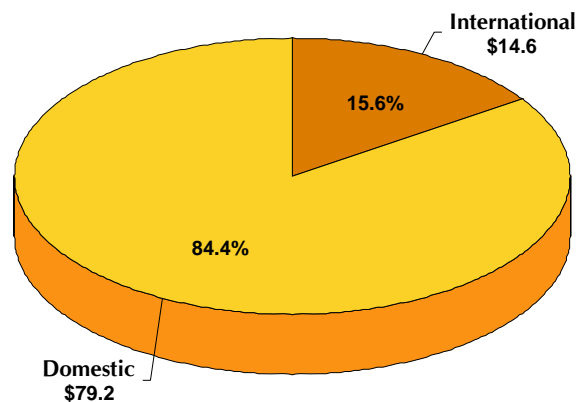
Source: Dean Runyan Associates, Inc. and Bureau of Transportation Statistics (U.S. Dept. of Transportation).

Note: These estimates are for visitor arrivals only. They do not include return travel of California residents or connecting flights normally reported in air passenger statistics. Preliminary estimates for 2006 are based on January through September data.

INTERNATIONAL TRAVEL TO CALIFORNIA

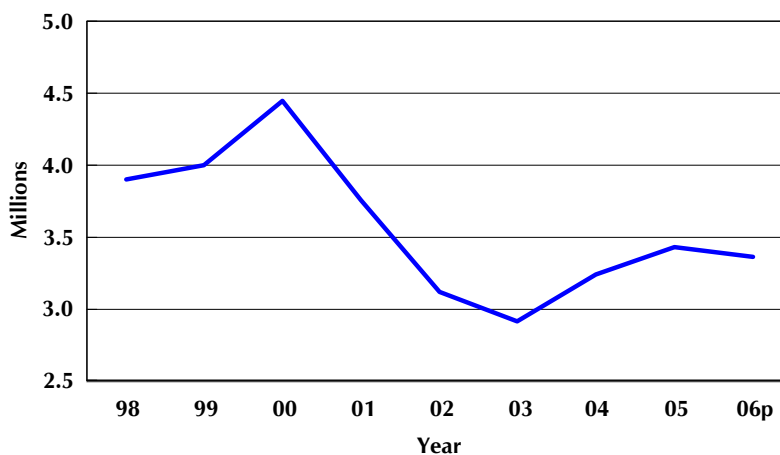
International visitors (visitors from overseas, Canada and Mexico) comprise a significant segment of total travel spending in California. In 2006, international visitors spent \$14.6 billion in California. This represents more than 15 percent of all travel spending in the state. The preliminary estimate of overseas arrivals at California ports of entry indicates little change from 2005 (see graph, below).

**Domestic and International Travel Spending
in California, 2006p**



Sources: Dean Runyan Associates, Inc., International Trade Administration and Bureau of Economic Analysis.

**Overseas Arrivals at California Ports of Entry,
1998-2006p**



Sources: Dean Runyan Associates, Inc. and Office of Immigration Statistics (U.S. Dept. of Homeland Security). Totals are sum of LA and SF Ports of Entry. Preliminary estimate for 2006 based on January through November data.

EMPLOYMENT AND EARNINGS

Detailed earnings and employment estimates are shown in the table below.² Earnings include wages and salaries, paid benefits and proprietor income. The employment estimates represent all full and part-time employment, including those that are self-employed. Both part-time employment and self-employment are substantial in the travel industry. It should be noted that many individuals are employed in the travel industry on a part-time and a partial year basis.

Direct Travel-Generated Earnings and Employment, California 2006p

Industry	Earnings	Employment
	(Millions)	(Thousands)
Accommodations & Food Service	\$14,363.8	531.5
Accommodations	\$6.8	203.7
Food Service	\$12,920.7	274.7
Other Leisure & Hospitality*	\$1,436.4	53.2
Arts, Entertainment & Recreation	\$7,265.1	233.7
Performing Arts, Spectator Sports	\$3,146.8	91.6
Museums	\$297.4	4.5
Amusement, Gambling	\$1,641.4	67.5
Other Leisure & Hospitality*	\$2,179.5	70.1
Retail	\$2,629.7	88.0
Food & Beverage Stores	\$375.4	11.3
Gasoline Stations	\$266.6	11.9
Other Retail**	\$1,987.8	64.8
Air Transportation	\$3,023.2	45.1
Travel Agencies	\$627.6	14.8
Local Transportation	\$560.7	15.5
Auto Rental	\$368.9	10.5
Other Local Transportation	\$191.8	5.0
Total	\$28,470.2	928.6

Note: *Other Leisure & Hospitality includes government enterprises (including tribal gaming facilities) and all leisure and hospitality not allocated to classifications listed above.

**Other Retail includes general merchandise stores; clothing stores; sporting goods stores; hobby, book and music stores; and miscellaneous retail stores.

² The industry categories correspond to the NAICS scheme (see Appendix A, page 120). The industry estimates provided here generally correspond to the employment and earnings series reported by the U.S. Bureau of Economic Analysis' Regional Economic Information System (REIS), with some exceptions. Government employment is included in the industry categories listed here, whereas it is reported separately under REIS. This is particularly important for the arts, entertainment and recreation category. In addition, the accommodation and food services industry, as defined here, includes real estate management services associated with commercial lodging and vacation home rentals. Finally, because the estimates of travel-generated earnings and employment are derived from the *spending* reported by visitors on *commodities*, there will necessarily be some divergence from earnings and employment as reported by *industry*.

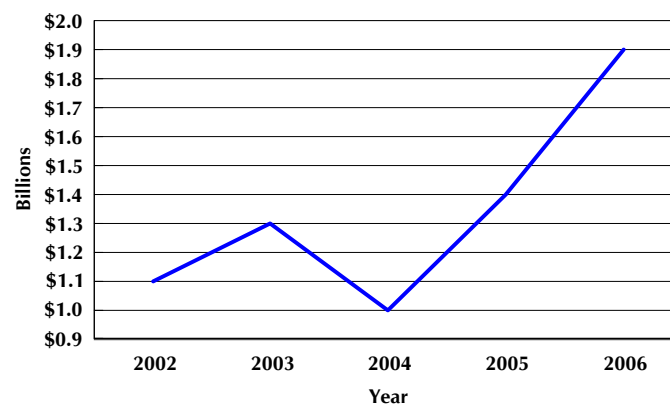
TRAVEL RELATED CONSTRUCTION ACTIVITY

Investment in the infrastructure of the travel industry represents another aspect of the travel economy. In the short term, such investments provide employment in the construction trades and architectural professions. In the longer term, investments in accommodations, attractions and other facilities serve to maintain and enhance California's share of the visitor market.

The graph below is based upon the travel-related share of the value of new construction in hotels and motels; amusement, social and recreational buildings; and stores and restaurants. It is an underestimate of the total value of capital investment in the travel industry.³ Nonetheless, the \$1.9 billion figure represents 8.8 percent of all non-residential construction in California in 2006. This investment supported 35,000 construction jobs with earnings of \$2.2 billion.

New construction value in 2006 was 34 percent greater than in 2004, continuing the trend of the previous year. The strong growth over the past two years has been primarily driven by investments in hotels and motels (more than two-thirds of the total \$1.9 billion). Both occupancy rates and room rates have surged over the past two years, making the industry an attractive investment.

**Value of New Construction in Travel-Related Buildings
2002-2006**



Source: Dean Runyan Associates, Inc. and McGraw-Hill Dodge Construction.

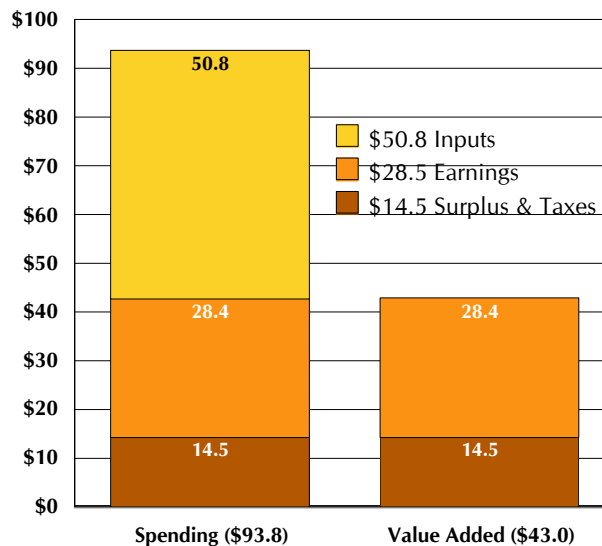
Note: The reported value is the sum of 100% of hotels and motels; 30% of amusement, social and recreational buildings; and 9% of stores and restaurants. The value of new construction represents the value of contract awards in place rather than the value work completed.

³ Neither transportation-related construction nor second home construction is included. The figures refer only to new construction, not reconstruction or additions and alterations. Fees for architects and engineers are also excluded.

GROSS DOMESTIC PRODUCT OF CALIFORNIA TRAVEL INDUSTRY

Gross Domestic Product (also referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. The Gross Domestic Product for a particular industry within a state excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individuals in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations.⁴ The relationship between travel spending and the Gross Domestic Product (value added) of the California travel industry is shown below.⁵

**Travel Spending and Gross Domestic Product
of California Travel Industry, 2006p**
(\$ Billions)



Source: Dean Runyan Associates, Inc. and Minnesota Implan Group.

The above estimates represent only the direct impacts of travel spending. A portion of the inputs purchased by travel businesses in California will be delivered by other California firms that are not strictly part of the travel industry. Restaurants, for example, will purchase agricultural products from other California businesses. These inputs are sometimes referred to as “indirect” effects.

Detailed estimates for direct travel spending, earnings, employment and tax receipts are shown on the following two pages.

⁴ Indirect business taxes are primarily excise taxes, often paid by consumers as a sales tax. Income taxes are not included. Other payments include retained earnings, dividends, interest and rent payments.

⁵ The “travel industry” is actually a combination of parts of other industries including lodging, food services, recreation businesses, retail businesses and transportation.

California Travel Impacts, 1992-1999

	1992	1993	1994	1995	1996	1997	1998	1999
Total Direct Travel Spending (\$Billion)								
Visitor Spending at Destination	45.8	46.7	47.9	49.7	54.2	59.2	61.7	66.1
Other Travel*	6.3	6.3	6.1	5.7	6.0	6.3	6.0	6.0
Total Direct Spending	52.1	53.1	54.0	55.4	60.2	65.5	67.8	72.2
Visitor Spending by Type of Traveler Accommodation (\$Billion)								
Hotel, Motel	21.4	21.6	22.1	23.2	25.9	28.9	31.0	33.7
Private Campground	1.6	1.7	1.8	1.8	2.1	2.4	2.2	2.3
Public Campground	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Private Home	7.8	8.1	8.2	8.3	8.7	9.0	9.2	9.5
Vacation Home	2.4	2.4	2.5	2.5	2.6	2.7	2.7	2.8
Day Travel	12.2	12.5	12.9	13.4	14.5	15.7	16.2	17.3
Spending at Destination	45.8	46.7	47.9	49.7	54.2	59.2	61.7	66.1
Visitor Spending by Commodity Purchased (\$Billion)								
Accommodations	7.1	7.3	7.6	8.0	8.9	9.9	10.6	11.5
Food & Beverage Services	10.8	10.9	11.2	11.7	12.6	13.9	14.7	15.7
Food Stores	1.5	1.5	1.6	1.7	1.8	2.0	2.1	2.2
Ground Tran. & Motor Fuel	6.0	6.1	6.3	6.5	7.1	7.7	7.4	8.3
Arts, Entertainment & Recreation	7.8	8.1	8.3	8.8	9.5	10.4	11.0	11.8
Retail Sales	9.2	9.5	9.8	10.3	11.2	12.2	12.8	13.7
Air Transportation (visitor only)	3.3	3.3	3.1	2.8	3.0	3.1	3.0	3.1
Spending at Destination	45.8	46.7	47.9	49.7	54.2	59.2	61.7	66.1
Industry Earnings Generated by Travel Spending (\$Billion)								
Accommodations & Food Service	6.9	7.0	7.2	7.5	8.2	9.0	9.9	10.7
Arts, Entertainment & Recreation	3.9	4.0	4.2	4.4	4.8	5.2	5.5	5.9
Retail**	1.6	1.6	1.7	1.7	1.7	1.9	2.0	2.1
Auto Rental & Ground Tran.	0.2	0.3	0.3	0.3	0.4	0.4	0.4	0.4
Air Transportation (visitor only)	0.8	0.8	0.7	0.7	0.7	0.7	0.8	0.8
Other Travel*	3.0	2.9	2.9	2.8	2.9	2.9	3.0	3.1
Total Direct Earnings	16.4	16.5	16.9	17.4	18.7	20.2	21.6	23.1
Industry Employment Generated by Travel Spending (Thousand Jobs)								
Accommodations & Food Service	390.8	395.6	405.2	415.2	440.8	460.1	470.0	493.7
Arts, Entertainment & Recreation	199.2	199.2	212.0	215.0	223.8	240.2	233.8	245.0
Retail**	81.8	82.2	84.1	86.1	84.8	87.4	87.5	89.3
Auto Rental & Ground Tran.	10.5	11.5	13.2	14.2	15.6	17.7	16.4	16.5
Air Transportation (visitor only)	17.8	16.5	15.5	15.7	16.2	16.1	17.0	17.6
Other Travel*	71.0	66.8	65.0	65.4	66.4	66.0	67.1	66.9
Total Direct Employment	771.1	771.8	795.0	811.6	847.5	887.4	891.9	929.0
Tax Receipts Generated by Travel Spending (\$Billion)								
Local Tax Receipts	0.9	1.0	1.0	1.1	1.2	1.4	1.5	1.6
State Tax Receipts	1.9	2.0	2.0	2.1	2.3	2.5	2.6	2.8
Federal Tax Receipts	2.9	2.9	2.9	2.9	3.1	3.3	3.4	3.6
Total Direct Tax Receipts	5.8	5.8	5.9	6.2	6.6	7.2	7.5	7.9

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

California Travel Impacts, 2000-2006p

	2000	2001	2002	2003	2004	2005	2006p
Total Direct Travel Spending (\$Billion)							
Visitor Spending at Destination	71.3	68.3	68.0	71.0	76.0	82.0	86.8
Other Travel*	6.7	6.4	6.0	5.8	5.9	6.5	7.0
Total Direct Spending	78.0	74.7	74.0	76.8	81.9	88.5	93.8
Visitor Spending by Type of Traveler Accommodation (\$Billion)							
Hotel, Motel	36.6	35.1	34.6	36.3	39.4	43.1	45.8
Private Campground	2.5	2.6	2.6	2.7	2.9	2.9	3.2
Public Campground	0.5	0.5	0.5	0.5	0.6	0.6	0.6
Private Home	10.2	10.0	10.0	10.3	10.8	11.5	12.1
Vacation Home	2.9	3.0	3.1	3.2	3.4	3.6	3.8
Day Travel	18.5	17.0	17.1	18.0	19.0	20.3	21.3
Spending at Destination	71.3	68.3	68.0	71.0	76.0	82.0	86.8
Visitor Spending by Commodity Purchased (\$Billion)							
Accommodations	12.6	12.1	11.6	11.9	12.9	14.1	15.5
Food & Beverage Services	16.4	15.8	16.4	17.2	18.4	19.6	20.5
Food Stores	2.3	2.3	2.3	2.4	2.6	2.7	2.7
Ground Tran. & Motor Fuel	9.7	9.1	8.7	10.2	11.8	13.9	15.6
Arts, Entertainment & Recreation	12.4	12.0	12.2	12.7	13.3	13.7	14.1
Retail Sales	14.4	13.8	13.7	13.8	14.1	14.5	14.9
Air Transportation (visitor only)	3.4	3.1	3.0	2.8	3.0	3.5	3.6
Spending at Destination	71.3	68.3	68.0	71.0	76.0	82.0	86.8
Industry Earnings Generated by Travel Spending (\$Billion)							
Accommodations & Food Service	11.6	11.0	11.3	12.1	13.0	13.8	14.4
Arts, Entertainment & Recreation	6.2	6.0	6.0	6.3	6.6	6.9	7.3
Retail**	2.3	2.4	2.4	2.4	2.5	2.6	2.6
Auto Rental & Ground Tran.	0.5	0.4	0.5	0.5	0.5	0.5	0.6
Air Transportation (visitor only)	0.9	1.0	1.0	0.9	0.9	0.8	0.8
Other Travel*	3.5	3.6	3.4	3.1	3.1	2.9	2.9
Total Direct Earnings	24.9	24.3	24.6	25.3	26.6	27.4	28.5
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	509.3	466.2	468.0	490.7	505.5	519.7	531.6
Arts, Entertainment & Recreation	243.1	225.1	218.5	220.6	224.5	226.2	233.7
Retail**	87.4	86.8	84.8	86.7	87.4	88.0	88.0
Auto Rental & Ground Tran.	16.5	15.2	15.0	15.0	14.8	15.2	15.5
Air Transportation (visitor only)	18.2	17.5	15.4	13.5	13.2	13.0	12.4
Other Travel*	67.9	64.9	56.6	51.6	50.0	48.1	47.5
Total Direct Employment	942.4	875.7	858.2	878.1	895.3	910.0	928.7
Tax Receipts Generated by Travel Spending (\$Billion)							
Local Tax Receipts	1.7	1.6	1.6	1.7	1.7	1.9	2.1
State Tax Receipts	2.9	2.8	2.8	2.9	3.2	3.4	3.5
Federal Tax Receipts	3.9	4.1	4.2	4.2	4.4	4.7	4.9
Total Direct Tax Receipts	8.6	8.5	8.7	8.8	9.3	10.0	10.5

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

III: NATIONAL TRAVEL TRENDS

Direct travel spending by domestic and international visitors in the United States was \$658 billion in 2006. This represents a 6.3 percent increase over 2005.

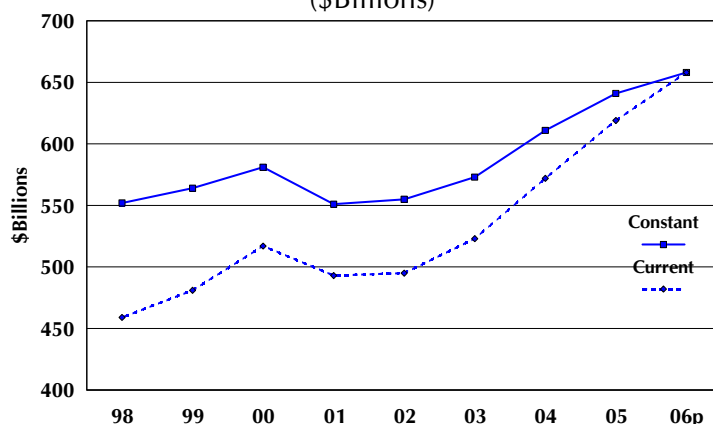
Direct Travel Spending In U.S., 1998-2006p (\$Billions)

	Domestic	International	Total	Pct. Int'l.
1998	\$388	\$71	\$459	15.5%
1999	\$406	\$75	\$481	15.6%
2000	\$434	\$82	\$517	16.0%
2001	\$421	\$72	\$493	14.6%
2002	\$429	\$67	\$495	13.4%
2003	\$459	\$64	\$523	12.3%
2004	\$498	\$75	\$572	13.0%
2005	\$537	\$82	\$619	13.2%
2006p	\$573	\$85	\$658	12.9%
<i>Annual Percentage Change</i>				
98-06p	5.0%	2.2%	4.6%	
05-06p	6.6%	4.0%	6.3%	

Sources: Dean Runyan Associates, Inc. and Bureau of Economic Analysis (Travel and Tourism Satellite Accounts; U.S. International Trade in Goods and Services). Preliminary estimates for 2006 based on first three quarters of data.

Travel spending in inflation-adjusted constant (2006) dollars is shown in the graph below. The 2005-2006 annual increase in travel spending in constant dollars was 2.5 percent, following a 4.9 percent increase from 2005 to 2006. Higher prices for gasoline, air travel and accommodations contributed to the more modest growth in constant dollar travel spending.

U.S. Travel spending in Current and Constant Dollars, 1998-2006p (\$Billions)



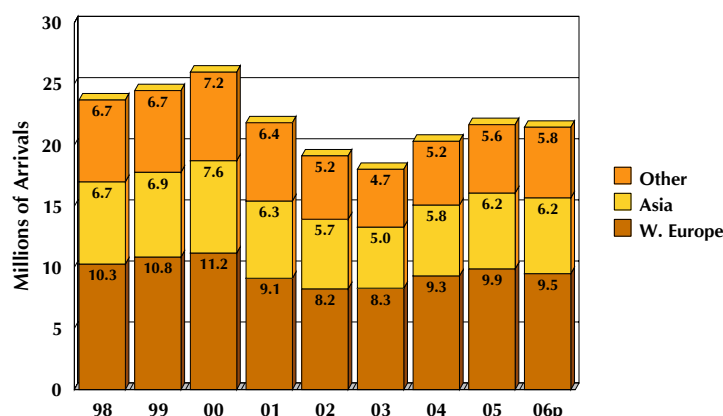
Source: Dean Runyan Associates, Inc. and Bureau of Economic Analysis. Constant (2006) travel spending estimates derived from BEA constant (2000) dollar estimates. Preliminary estimates for 2006 based on first three quarters of data.

The slower rate of increase in travel spending in 2006 (compared to the two preceding years) is probably a result of a number of factors, including:

- Concerns about air travel security.
- Higher costs of travel relating to airline tickets, gasoline and lodging.
- General economic uncertainties, such as the downturn in the housing market.

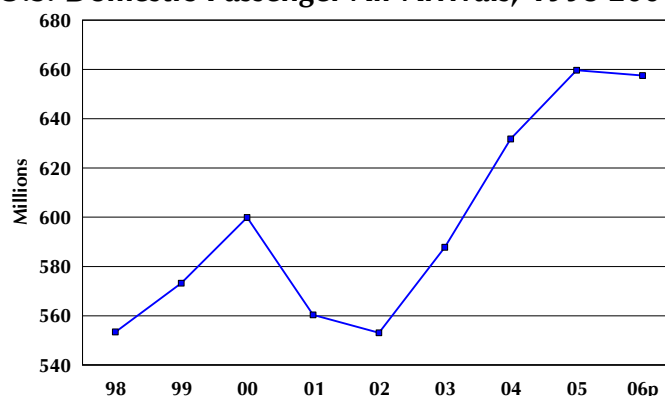
It is noteworthy that the level of both overseas arrivals and domestic air passenger arrivals were essentially unchanged in 2006 over 2005 (based on January through September data). These trends are shown in the following two graphs. The number of overseas arrivals in 2006 was 83 percent of the level in 2000. Domestic air travel flattened after three successive years of strong growth (in the 4.4 to 7.5 percent range).

Overseas Arrivals to the United States, 1998-2006p
(Millions)



Source: U.S. Department of Commerce, International Trade Administration, Office of Travel and Tourism Industries. Approximately 90% of all overseas arrivals are visitors. Canada and Mexico are not included (less than 20 percent of all international visitor spending). Preliminary estimates for 2006 based on January through September data.

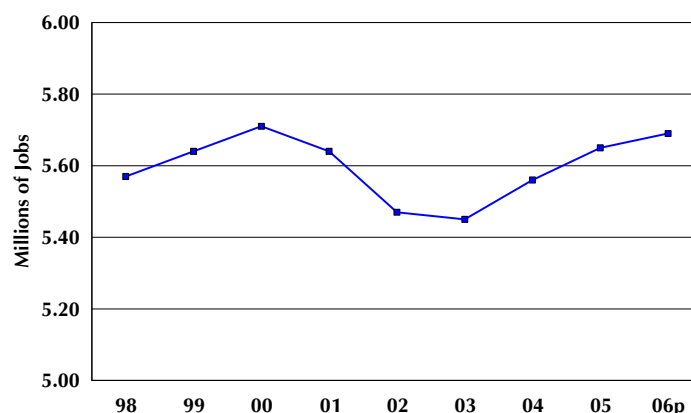
U.S. Domestic Passenger Air Arrivals, 1998-2006p



Source: Bureau of Transportation Statistics, U.S. Department of Transportation (T-100 domestic market data). Preliminary estimates for 2006 based on January through September data.

The estimate of direct travel-generated employment in 2006 is based only on the first two quarters of data, but the slower rate of employment growth in 2006 following two years of stronger increases is consistent with the trends on spending and arrivals. Direct travel-generated employment is now at about the same level that it was in the year 2000.

U.S. Travel-Generated Employment, 1998-2006p (Millions of Jobs)

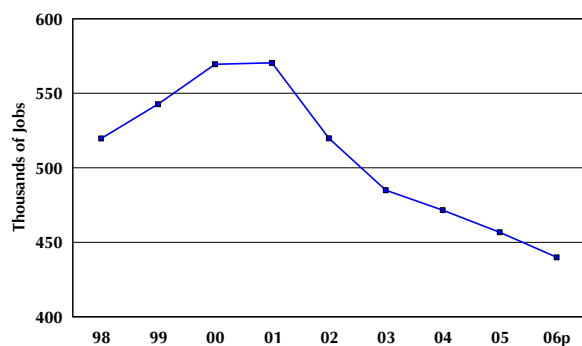


Source: Dean Runyan Associates, Inc. and Bureau of Economic Analysis (BEA).
Preliminary estimate for 2006 based on 2 quarters of data.

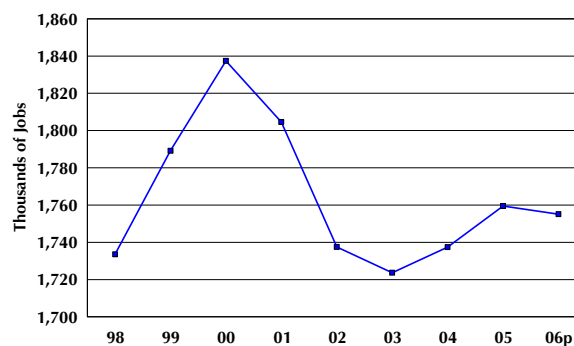
The two industries that have the highest share of travel-generated employment (other than travel agencies) are air transportation and traveler accommodations. Together, travel-generated employment in these two industries comprises about one-third of all direct travel-generated employment. Employment in both of these industries declined from 2005 to 2006. This was the fifth successive year of retrenchment in the airline industry. Accommodations employment is still below the peak attained in 2000, despite growth from 2003 to 2005.

U.S. Travel-Related Employment, Selected Industries, 1998-2006p

Scheduled Air Transportation



Traveler Accommodations



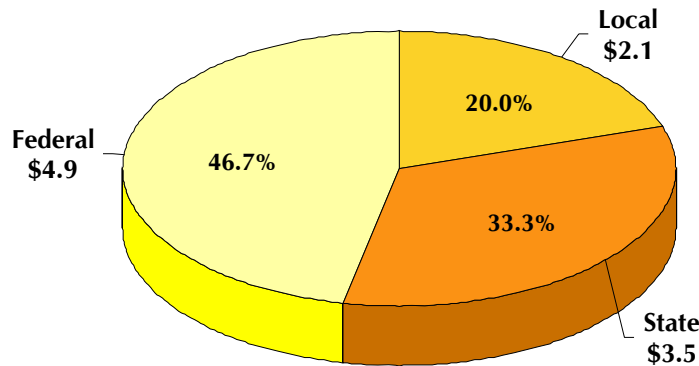
Source: Bureau of Labor Statistics (Current Employment Survey). Preliminary estimates for 2006 based on January through October data. These employment figures include some non-travel-generated employment. They should not be directly compared to the BEA employment estimates of travel-generated employment.

IV. GOVERNMENT REVENUE GENERATED BY TRAVEL SPENDING

This section of the report provides an analysis of the government revenue directly generated by travel spending. Most of the major sources of government revenue, such as excise, payroll and income taxes are included. However, due to data limitations it is not possible to provide reliable estimates of property tax receipts attributable to travel, nor taxes and fees based on a variety of selective goods or activities (e.g., tobacco taxes, licenses taxes.)

The distribution of all government revenues attributable to travel in California is shown below. Federal government revenues are the sum of income and payroll taxes (\$2.8 billion), motor fuel excise taxes (\$500 million), and air ticket taxes (\$1.6 billion).⁶ The sources of local and state revenues are shown in the pie chart on the following page and will be analyzed in greater detail.

Government Revenue Generated by Travel Spending, 2006p

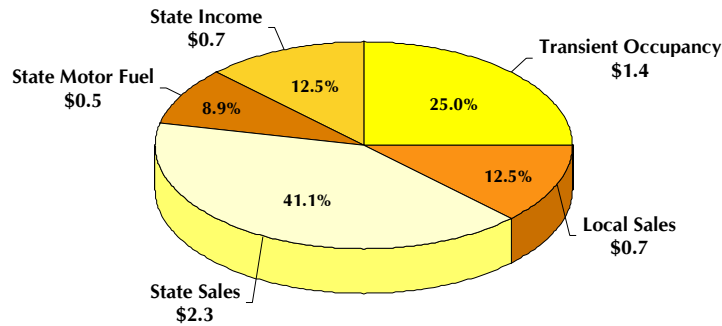


Source: Dean Runyan Associates, Inc. Property taxes and fees, and taxes of selective goods and activities not included.

The total of \$10.5 billion in tax revenues generated by direct travel spending in California is equivalent to \$800 dollars of tax revenue for each household in the state. About half of this revenue is generated by the travel spending of international visitors and residents of other states.

⁶ California receives \$0.73 from the Federal government for every \$1.00 in tax payments, according to the Tax Foundation.

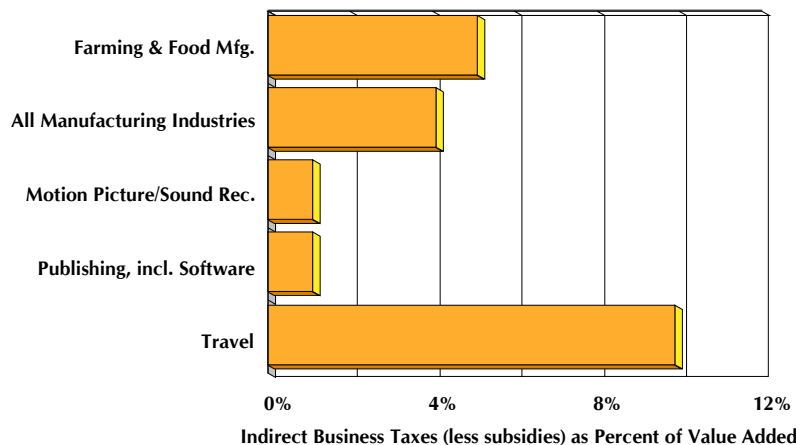
Local and State Travel-Generated Revenues by Type of Tax, 2006p



Source: Dean Runyan Associates, Inc. Property taxes and fees, and taxes of selective goods and activities not included. State income taxes include personal and corporate.

In contrast to the federal tax receipts generated by travel spending, the overwhelming majority (88%) of local and state tax revenues attributable to travel are based on excise taxes. There are two reasons for this. First, California has a very progressive individual income tax. Because many employees of the travel industry work in entry-level positions, their taxable income is lower than the statewide average.⁷ Second, a relatively large share of the goods and services provided by travel businesses are taxable (e.g., rooms, car rentals, food service). This point is illustrated in the following bar chart and table.

Indirect Business Taxes of Selected California Export-Oriented Industries, 2004



Source: Dean Runyan Associates, Inc. and Bureau of Economic Analysis. Value added is equivalent to the state gross domestic product by industry. Indirect Business Taxes include property taxes, excise taxes and fees to local, state and federal governments. Income taxes are not included. See also page 10 in the state section of this report.

⁷ Travel industry employees are, on average, younger and are more likely to work on a part-time or partial year basis than other employees.

The term “indirect business taxes” refers to the property taxes, excise taxes and fees that businesses pay to local, state and federal governments. Income taxes are not included. In the bar chart, government subsidies to industry are subtracted from the payments of indirect businesses taxes. In the table, value added, indirect business taxes, and subsidies are shown separately for the same group of export-oriented industries.⁸

**Value Added and Indirect Business Taxes
Selected California Export-oriented Industries, 2004**

	Value Added (\$ Millions)	Percent of Value Added	
		Taxes Only	Taxes less Subsidies
Farming & Food Manufacturing	34,830	10.2%	5.1%
All Manufacturing Industries	145,220	4.0%	4.1%
Motion Picture & Sound Record.	29,280	1.0%	1.1%
Publishing, including Software	17,400	1.0%	1.1%
Travel	40,140	10.0%	9.9%

Source: Dean Runyan Associates, Inc. and Bureau of Economic Analysis. See notes in preceding graph.

The data illustrate that the travel industry generates proportionately more tax revenue from indirect business taxes than other export-oriented industries.⁹ Furthermore, international visitors and residents of other states in effect, pay about one-half of these taxes. Conversely, the travel industry places a relatively low tax burden on its employees through the state income tax, as compared to most other industries.

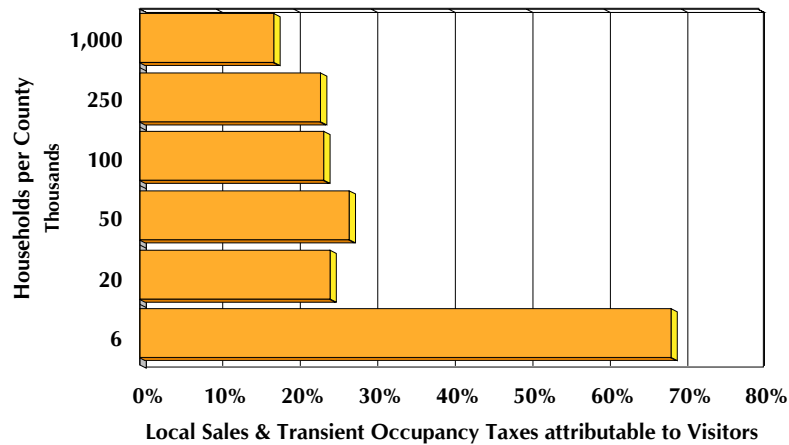
The remainder of this section provides an analysis of the revenue impacts of the travel industry at the county level. The analysis will consider sales taxes (state and local), transient occupancy taxes, and the number of households in each county.

The first bar chart on the following page illustrates the relationship between urbanization and the percentage of local tax receipts (sales and transient occupancy taxes) attributable to visitors. In general, visitors generate a higher proportion of local taxes in less urbanized counties (as measured by the average number of households per county for each of the six county groupings).

⁸ The notion of an export-oriented industry is one that sells most of its goods and services outside of the local or regional economy. Thus, industries such as real estate or retail trade are generally not export-oriented. The travel industry is export-oriented because it sells its services to visitors rather than local residents. Data for all California industries is provided in the appendix.

⁹ The method used to calculate Travel Industry Indirect Business Taxes from the BEA data probably underestimates the tax payments because the industry detail for the retail trade sector, including gasoline service stations, was not available.

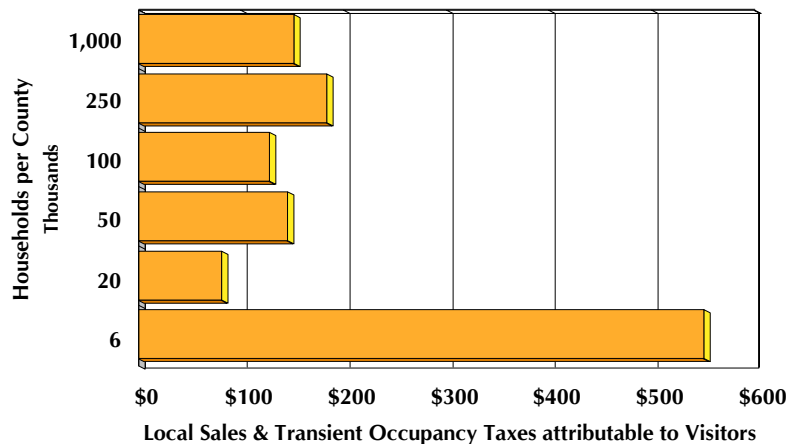
Visitor-Generated Local Tax Receipts as Share of Total Receipts Local Sales Tax and Transient Occupancy Taxes



Source: Dean Runyan Associates, Inc. See note in following graph.

The second bar chart shows the amount of tax receipts generated by visitor spending for each resident household. Visitor impacts are the greatest for the least urbanized counties (which average 7,500 households per county). On the other hand, visitors generate more revenue per household in the two most urbanized county groupings. In part, this is because local tax rates are, on average, higher in the more urbanized counties.

Visitor-Generated Local Tax Receipts per Household Local Sales Tax and Transient Occupancy Taxes



Source: Dean Runyan Associates, Inc. Note: Households per county represent the approximate average number of households per county for each group. The largest group (1 million households per county) is the average number of households per county for the 8 largest counties. The next group (250,000 households per county) is the average for the next 10 largest counties. Each subsequent group includes 10 counties.

Detailed figures for each county, including state sales tax receipts, follow.

Households, Local Sales and Transient Occupancy Tax Receipts by County, 2005

	Total Local Tax Receipts (million)			Visitor-Generated Tax Receipts & Households			
	Local Sales	Transient Occupancy	Total	Amount (million)	Percent of Total	Households (000)	Receipts per HH
Alameda	\$575.8	\$32.1	\$607.9	\$63.2	10.4%	534.3	\$118
Alpine	\$0.2	\$0.5	\$0.8	\$0.6	80.6%	0.5	\$1,169
Amador	\$4.2	\$0.7	\$4.9	\$1.2	23.7%	14.0	\$83
Butte	\$25.9	\$2.3	\$28.3	\$3.5	12.5%	84.9	\$42
Calaveras	\$3.3	\$0.8	\$4.0	\$1.3	31.1%	18.3	\$69
Colusa	\$2.5	\$0.3	\$2.8	\$0.5	18.4%	6.5	\$79
Contra Costa	\$258.7	\$8.7	\$267.4	\$22.1	8.3%	368.0	\$60
Del Norte	\$2.1	\$0.9	\$3.0	\$1.3	45.4%	9.5	\$142
El Dorado	\$19.3	\$11.3	\$30.6	\$14.2	46.4%	65.6	\$217
Fresno	\$194.3	\$11.0	\$205.3	\$20.1	9.8%	270.7	\$74
Glenn	\$3.0	\$0.4	\$3.4	\$0.7	20.0%	9.5	\$72
Humboldt	\$15.3	\$3.2	\$18.5	\$4.5	24.4%	52.8	\$86
Imperial	\$30.7	\$1.8	\$32.5	\$4.1	12.7%	43.9	\$94
Inyo	\$4.4	\$2.8	\$7.3	\$3.7	50.6%	7.7	\$479
Kern	\$101.2	\$8.5	\$109.7	\$14.0	12.8%	226.7	\$62
Kings	\$11.6	\$0.6	\$12.2	\$1.3	11.0%	37.3	\$36
Lake	\$6.0	\$1.3	\$7.3	\$2.1	29.2%	24.9	\$86
Lassen	\$2.7	\$0.5	\$3.1	\$0.8	24.6%	10.0	\$77
Los Angeles	\$2,483.7	\$281.0	\$2,764.7	\$449.0	16.2%	3,173.2	\$141
Madera	\$17.1	\$2.1	\$19.2	\$3.3	17.4%	40.3	\$83
Marin	\$54.5	\$5.1	\$59.6	\$9.0	15.2%	102.1	\$88
Mariposa	\$2.2	\$8.3	\$10.5	\$9.4	89.4%	7.0	\$1,340
Mendocino	\$12.7	\$5.4	\$18.1	\$7.0	38.7%	34.3	\$205
Merced	\$24.2	\$1.3	\$25.5	\$2.4	9.2%	71.5	\$33
Modoc	\$0.8	\$0.2	\$0.9	\$0.3	28.9%	3.8	\$72
Mono	\$2.6	\$13.1	\$15.8	\$14.3	90.8%	5.6	\$2,576
Monterey	\$52.9	\$41.9	\$94.8	\$51.3	54.1%	125.3	\$409
Napa	\$33.1	\$18.3	\$51.4	\$23.7	46.2%	48.3	\$491
Nevada	\$14.8	\$2.3	\$17.1	\$3.8	22.3%	39.9	\$96

Source: Dean Runyan Associates, Inc., U.S. Bureau of the Census and California State Board of Equalization. Households are estimated from 2000 Census counts and total number of housing units in 2005.

Households, Local Sales and Transient Occupancy Tax Receipts by County, 2005

	Total Local Tax Receipts (million)			Visitor-Generated Tax Receipts & Households			
	Local Sales	Transient Occupancy	Total	Amount (million)	Percent of Total	Households (000)	Receipts per HH
Orange	\$784.7	\$143.8	\$928.4	\$197.5	21.3%	971.2	\$203
Placer	\$68.7	\$9.1	\$77.8	\$12.2	15.6%	116.9	\$104
Plumas	\$2.3	\$0.8	\$3.1	\$1.3	40.7%	9.6	\$131
Riverside	\$402.7	\$58.1	\$460.8	\$99.1	21.5%	597.6	\$166
Sacramento	\$303.0	\$27.5	\$330.5	\$45.3	13.7%	498.8	\$91
San Benito	\$5.2	\$0.2	\$5.4	\$0.7	12.1%	16.8	\$39
San Bernardino	\$423.9	\$23.6	\$447.5	\$50.0	11.2%	568.7	\$88
San Diego	\$669.6	\$153.7	\$823.3	\$223.6	27.2%	1,053.1	\$212
San Francisco	\$278.4	\$174.1	\$452.5	\$234.0	51.7%	334.9	\$699
San Joaquin	\$143.8	\$3.2	\$147.1	\$8.4	5.7%	206.4	\$41
San Luis Obispo	\$37.4	\$17.3	\$54.7	\$22.3	40.8%	100.5	\$222
San Mateo	\$236.6	\$29.6	\$266.2	\$54.8	20.6%	257.2	\$213
Santa Barbara	\$82.7	\$28.7	\$111.4	\$38.6	34.6%	142.1	\$272
Santa Clara	\$573.7	\$47.6	\$621.3	\$81.7	13.1%	585.2	\$140
Santa Cruz	\$53.2	\$7.2	\$60.4	\$12.5	20.7%	92.9	\$135
Shasta	\$26.6	\$4.1	\$30.7	\$5.8	18.7%	67.7	\$85
Sierra	\$0.2	\$0.3	\$0.5	\$0.3	62.0%	1.6	\$202
Siskiyou	\$4.6	\$2.0	\$6.6	\$2.7	40.7%	19.3	\$140
Solano	\$64.5	\$3.0	\$67.5	\$6.3	9.3%	140.7	\$45
Sonoma	\$108.6	\$14.7	\$123.3	\$23.0	18.6%	180.1	\$128
Stanislaus	\$77.9	\$3.6	\$81.4	\$6.1	7.5%	159.0	\$39
Sutter	\$13.3	\$0.4	\$13.7	\$0.8	5.7%	30.0	\$26
Tehama	\$6.5	\$0.9	\$7.4	\$1.5	20.4%	22.3	\$68
Trinity	\$0.7	\$0.2	\$0.9	\$0.4	39.3%	5.7	\$62
Tulare	\$46.9	\$3.8	\$50.7	\$5.7	11.2%	117.9	\$48
Tuolumne	\$7.4	\$1.4	\$8.9	\$2.3	25.8%	21.9	\$104
Ventura	\$113.1	\$13.8	\$127.0	\$20.6	16.2%	254.8	\$81
Yolo	\$29.4	\$2.0	\$31.4	\$3.3	10.7%	65.8	\$51
Yuba	\$8.2	\$0.2	\$8.4	\$0.8	9.8%	22.9	\$36
California Total	\$8,533.5	\$1,242.1	\$9,775.6	\$1,894.3	19.4%	12,097.9	\$157

Source: Dean Runyan Associates, Inc., U.S. Bureau of the Census and California State Board of Equalization. Households are estimated from 2000 Census counts and total number of housing units in 2005.

**Total and Visitor-Generated State Sales Tax Receipts
by County, 2005**

	Tax Receipts (Millions)		Percent
	Total	Visitors	Visitor-Related
Alameda	\$1,439.4	\$73.5	5.1
Alpine	\$1.4	\$0.5	34.6
Amador	\$26.4	\$2.7	10.1
Butte	\$162.1	\$6.1	3.8
Calaveras	\$20.3	\$2.8	13.9
Colusa	\$15.4	\$1.1	7.1
Contra Costa	\$800.4	\$36.2	4.5
Del Norte	\$12.9	\$2.6	20.1
El Dorado	\$109.9	\$15.4	14.0
Fresno	\$705.9	\$29.1	4.1
Glenn	\$18.7	\$1.3	6.8
Humboldt	\$95.7	\$7.1	7.4
Imperial	\$118.8	\$8.4	7.1
Inyo	\$18.4	\$3.4	18.4
Kern	\$632.5	\$27.2	4.3
Kings	\$72.4	\$3.7	5.1
Lake	\$32.0	\$4.1	12.8
Lassen	\$16.7	\$1.6	9.7
Los Angeles	\$7,761.6	\$484.6	6.2
Madera	\$77.9	\$5.3	6.8
Marin	\$247.7	\$15.6	6.3
Mariposa	\$10.1	\$5.0	49.2
Mendocino	\$70.5	\$7.9	11.2
Merced	\$151.4	\$4.5	3.0
Modoc	\$4.9	\$0.5	10.7
Mono	\$16.3	\$7.2	43.8
Monterey	\$323.9	\$54.6	16.9
Napa	\$137.8	\$21.9	15.9
Nevada	\$75.6	\$6.9	9.1

Source: Dean Runyan Associates, Inc., and California State Board of Equalization.

**Total and Visitor-Generated State Sales Tax Receipts
by County, 2005**

	Tax Receipts (Millions)		Percent
	Total	Visitors	Visitor-Related
Orange	\$3,269.4	\$204.9	6.3
Placer	\$429.4	\$16.8	3.9
Plumas	\$14.3	\$2.7	18.6
Riverside	\$1,677.7	\$160.4	9.6
Sacramento	\$1,262.7	\$67.3	5.3
San Benito	\$31.8	\$2.4	7.4
San Bernardino	\$1,766.1	\$97.4	5.5
San Diego	\$2,771.6	\$271.5	9.8
San Francisco	\$773.4	\$164.0	21.2
San Joaquin	\$570.7	\$16.5	2.9
San Luis Obispo	\$233.7	\$28.7	12.3
San Mateo	\$739.3	\$74.8	10.1
Santa Barbara	\$344.8	\$38.7	11.2
Santa Clara	\$1,792.8	\$99.4	5.5
Santa Cruz	\$182.5	\$16.9	9.3
Shasta	\$166.4	\$8.6	5.2
Sierra	\$1.5	\$0.3	20.2
Siskiyou	\$29.0	\$4.0	13.8
Solano	\$358.5	\$15.0	4.2
Sonoma	\$452.6	\$30.8	6.8
Stanislaus	\$432.6	\$11.1	2.6
Sutter	\$83.2	\$1.9	2.3
Tehama	\$40.4	\$2.9	7.2
Trinity	\$4.3	\$0.9	20.9
Tulare	\$266.4	\$8.7	3.3
Tuolumne	\$38.6	\$3.9	10.2
Ventura	\$707.1	\$35.6	5.0
Yolo	\$183.7	\$6.6	3.6
Yuba	\$33.8	\$2.2	6.5
California Total	\$31,835.2	\$2,235.4	7.0

Source: Dean Runyan Associates, Inc., and California State Board of Equalization.

V. COUNTY TRAVEL IMPACTS

A description of the travel impact categories used in the detailed county tables follows. The first three categories refer to travel spending.

- *Total Direct Travel Spending* includes the total visitor spending at the destination, described below, plus other travel spending. Other travel spending includes resident spending on air transportation and fees for travel arrangement services.
- *Visitor Spending by Type of Traveler Accommodation* refers to the total direct spending of each category of visitor at that destination (county or state). For example, the spending of visitors that stayed at hotels, motels or B&B's includes their spending on accommodations, food & beverage service, recreation and all other visitor related commodities, including the price of one-way airfares to that destination.
- *Visitor Spending by Commodity Purchased* refers to the total spending on each commodity for all types of visitors. For example, the total spending on Food & Beverage Services includes spending by visitors staying in hotels, private campgrounds, private homes and the other types of accommodation. The spending totals for commodities and traveler accommodations are identical.

The next two sections, *Direct Travel-Generated Earnings by Industry* and *Direct Travel-Generated Employment by Industry*, provide estimates of travel-generated earnings and employment that are based on an industry, rather than a commodity, classification. A business that is classified in a particular industry may include more than one commodity. For example, a resort that is classified in the accommodation industry may provide accommodations, food and beverages, and recreation.

- *Direct Travel-Generated Earnings by Industry* includes the payroll, other earned benefits, and proprietor income of all employees in that industry classification.
- *Direct Travel-Generated Employment by Industry* includes all full- and part-time employees. This includes payroll employees covered by unemployment insurance and those that are not, as well as proprietors.

The final section, *Tax Revenues Generated by Travel Spending*, provides an estimate of local and state taxes generated by travel spending. Local taxes include all room taxes and local sales taxes. State taxes include the state sales tax, the state motor fuel tax, and incomes taxes on individuals and corporations.

All dollar amounts are rounded to the nearest \$100,000. For example, an estimate of \$3,674,352 before rounding would be rounded to \$3,700,000. In the detailed county tables, this is presented as \$3.7 million. All employment estimates are rounded to the nearest ten jobs. For example, an employment estimate of 137 jobs before rounding would be rounded to 140 jobs. All totals in the tables are the sum of the estimates before rounding. For example, the sum of 40 (rounded from 37) and 60 (rounded from 57) would be 90 (rounded from $37 + 57 = 94$).

California Travel Impacts by County, 2005

	Travel	Earnings	Employment	Tax Receipts		
	Spending			Local	State	Total
	(\$Million)	(\$Million)	(jobs)	(\$Million)	(\$Million)	(\$Million)
Alameda	2,710.5	877.7	24,730	63.2	116.0	179.2
Alpine	28.1	6.7	350	0.6	0.7	1.3
Amador	108.8	42.8	2,220	1.4	3.8	5.2
Butte	234.7	62.7	3,660	3.5	9.9	13.4
Calaveras	145.8	54.0	2,330	1.3	4.2	5.4
Colusa	40.8	8.7	560	0.5	1.7	2.2
Contra Costa	1,176.1	327.0	10,200	22.1	61.4	83.5
Del Norte	95.7	40.9	1,680	1.3	3.5	4.8
El Dorado	629.3	232.1	10,410	14.2	22.3	36.5
Fresno	990.5	250.4	12,160	20.1	45.6	65.7
Glenn	47.2	15.7	810	0.7	2.0	2.7
Humboldt	269.4	82.0	4,800	4.6	10.9	15.5
Imperial	285.8	81.5	4,570	4.1	11.6	15.7
Inyo	177.6	43.4	2,440	3.7	5.4	9.1
Kern	1,080.0	286.1	13,610	14.0	46.5	60.5
Kings	126.4	35.5	1,980	1.3	5.6	7.0
Lake	152.5	49.7	2,870	2.1	5.6	7.7
Lassen	59.1	21.9	1,440	0.8	2.4	3.2
Los Angeles	21,100.6	6,595.8	162,920	449.0	787.9	1,236.9
Madera	196.1	68.5	3,090	3.6	7.8	11.4
Marin	612.7	232.4	6,480	9.0	23.9	32.9
Mariposa	291.3	76.6	4,200	9.4	7.3	16.7
Mendocino	307.2	111.1	5,490	7.0	11.5	18.5
Merced	186.5	44.6	2,400	2.4	8.8	11.1
Modoc	20.9	6.3	280	0.3	0.9	1.2
Mono	420.2	127.1	5,640	14.3	10.5	24.8
Monterey	1,948.6	819.0	22,680	51.3	74.1	125.3
Napa	827.7	263.7	10,210	23.7	29.8	53.5
Nevada	254.2	79.7	3,200	3.8	10.0	13.9

California Travel Impacts by County, 2005

	Travel	Earnings	Employment	Tax Receipts		
	Spending			Local	State	Total
	(\$Million)	(\$Million)	(jobs)	(\$Million)	(\$Million)	(\$Million)
Orange	7,998.5	2,547.7	86,310	197.5	308.1	505.6
Placer	675.6	202.3	8,820	12.2	25.6	37.8
Plumas	100.4	34.6	1,650	1.3	3.6	4.8
Riverside	5,526.4	1,549.3	66,990	101.4	223.0	324.4
Sacramento	2,288.3	670.4	26,190	45.3	99.6	145.0
San Benito	77.0	24.6	920	0.7	3.2	3.8
San Bernardino	3,377.0	878.6	42,840	50.0	147.6	197.6
San Diego	10,083.7	3,283.2	113,080	224.8	387.5	612.4
San Francisco	9,557.2	2,064.4	54,620	234.0	229.0	463.0
San Joaquin	569.1	139.7	6,160	8.4	28.4	36.8
San Luis Obispo	1,025.3	346.2	16,460	22.3	40.3	62.6
San Mateo	2,320.3	1,657.7	35,070	54.8	127.2	182.0
Santa Barbara	1,367.2	444.4	16,170	38.6	54.5	93.1
Santa Clara	3,533.7	1,047.9	33,770	81.7	151.3	233.0
Santa Cruz	601.5	180.8	8,380	12.5	24.4	36.9
Shasta	338.6	102.9	4,690	5.8	13.6	19.3
Sierra	16.7	4.2	240	0.3	0.5	0.8
Siskiyou	157.0	54.4	2,610	2.7	5.8	8.5
Solano	530.8	140.5	6,840	6.3	24.2	30.5
Sonoma	1,147.9	356.1	15,460	23.0	46.2	69.2
Stanislaus	408.3	104.0	5,280	6.1	19.2	25.3
Sutter	66.5	19.5	1,140	0.8	2.9	3.7
Tehama	110.2	31.6	1,650	1.5	4.6	6.1
Trinity	47.6	16.8	980	0.4	1.3	1.7
Tulare	341.1	103.6	4,980	5.7	14.1	19.7
Tuolumne	153.9	49.0	2,360	2.3	5.7	8.0
Ventura	1,220.8	321.2	14,400	20.6	54.1	74.6
Yolo	248.5	62.6	3,460	3.4	11.2	14.7
Yuba	75.1	18.5	1,080	0.8	3.3	4.1
California	88,488.6	27,400.4	910,010.0	1,898.6	3,391.6	5,290.1

Travel Spending by County, 1992-2005

(\$Millions)

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	**Annual Change
Alameda	1,525.6	1,570.7	1,583.2	1,633.6	1,801.6	1,955.2	2,032.6	2,289.9	2,629.5	2,400.1	2,280.2	2,311.6	2,470.5	2,710.5	4.5%
Alpine	17.4	17.9	18.3	18.5	20.6	22.4	22.2	24.0	24.7	25.9	26.8	26.7	27.9	28.1	3.7%
Amador	53.9	55.1	57.2	61.5	67.7	72.5	70.6	74.8	80.1	92.7	101.2	102.7	104.7	108.8	5.6%
Butte	131.2	136.2	146.4	153.0	159.6	163.1	169.9	179.4	193.0	191.8	194.0	201.9	215.8	234.7	4.6%
Calaveras	85.6	88.7	93.9	97.6	100.3	104.5	107.8	117.1	120.8	125.1	127.4	131.9	140.3	145.8	4.2%
Colusa	27.0	27.4	27.9	28.0	29.1	29.3	31.4	33.4	36.5	36.5	36.8	37.9	38.8	40.8	3.2%
Contra Costa	640.7	653.7	675.3	705.6	754.9	830.4	873.0	943.7	1,038.7	977.5	942.7	997.7	1,071.8	1,176.1	4.8%
Del Norte	68.2	68.1	70.5	68.9	72.4	77.0	73.8	79.2	81.4	82.6	84.1	84.9	89.4	95.7	2.6%
El Dorado	425.0	438.1	449.8	455.7	462.1	484.4	502.1	528.1	541.2	542.5	552.2	595.2	611.9	629.3	3.1%
Fresno	599.2	613.9	627.3	639.2	672.3	702.7	717.6	753.6	824.6	814.5	813.7	863.7	918.0	990.5	3.9%
Glenn	27.0	27.4	28.6	29.7	31.8	32.9	33.8	36.1	39.4	38.9	39.1	41.4	44.4	47.2	4.4%
Humboldt	189.5	192.8	197.8	202.3	205.0	210.0	212.5	228.5	241.6	240.1	244.3	248.9	257.9	269.4	2.7%
Imperial	152.1	162.3	168.4	171.7	185.9	216.8	206.1	215.8	237.4	237.1	240.9	250.4	272.9	285.8	5.0%
Inyo	108.2	111.9	113.0	119.4	127.4	139.1	137.5	142.5	150.3	148.7	155.7	162.7	171.3	177.6	3.9%
Kern	687.5	701.9	718.6	704.2	744.0	812.7	813.0	834.8	897.2	889.9	882.3	923.3	989.1	1,080.0	3.5%
Kings	69.7	71.5	74.2	77.3	81.8	86.7	90.0	96.1	105.0	104.3	107.4	112.0	118.3	126.4	4.7%
Lake	92.2	94.7	98.0	101.6	105.9	109.9	110.5	119.0	128.0	135.1	137.7	139.9	145.9	152.5	4.0%
Lassen	38.0	39.3	40.3	41.7	43.3	43.9	46.0	48.0	51.6	54.0	55.1	55.4	56.9	59.1	3.5%
Los Angeles	13,300.9	13,304.2	13,305.4	13,453.2	14,510.9	15,572.3	15,913.5	16,822.3	18,258.4	17,478.5	17,240.3	17,938.0	19,296.4	21,100.6	3.6%
Madera	107.4	113.6	119.5	125.5	135.5	142.9	143.0	153.3	163.0	165.8	168.7	175.7	186.1	196.1	4.7%
Marin	302.4	338.1	351.3	369.2	397.2	437.1	458.6	504.8	550.8	529.7	526.8	528.7	596.6	612.7	5.6%
Mariposa	184.4	191.5	212.4	210.7	194.4	208.3	225.1	231.5	241.5	260.6	269.5	277.0	288.8	291.3	3.6%
Mendocino	208.2	206.8	216.9	229.6	230.9	240.5	250.0	266.6	286.1	286.2	294.4	294.0	299.5	307.2	3.0%
Merced	114.9	117.3	119.7	118.8	119.9	124.9	128.0	138.7	152.7	150.7	150.4	160.7	170.2	186.5	3.8%
Modoc	13.3	13.0	13.3	13.8	14.4	14.7	15.3	15.8	17.2	17.7	17.8	18.7	19.8	20.9	3.6%
Mono	197.6	193.0	201.4	206.6	209.3	232.8	245.0	271.5	292.6	317.8	328.2	354.9	396.0	420.2	6.0%
Monterey	1,186.0	1,222.4	1,250.3	1,326.2	1,467.6	1,574.1	1,645.1	1,813.9	1,887.1	1,856.8	1,834.5	1,843.8	1,896.0	1,948.6	3.9%
Napa	361.1	373.8	411.0	452.8	490.4	538.5	572.7	592.0	633.7	647.0	663.4	666.5	736.2	827.7	6.6%
Nevada	156.3	155.4	159.4	162.0	172.9	184.5	184.9	201.4	217.0	221.8	225.5	230.7	239.1	254.2	3.8%

*Annual Change is the average annual percentage change.

Travel Spending by County, 1992-2005

(\$Millions)

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	**Annual Change
Orange	4,348.8	4,401.2	4,586.3	4,795.0	5,151.5	5,541.2	5,693.0	5,893.5	6,398.9	6,304.4	6,338.2	6,837.3	7,309.0	7,998.5	4.8%
Placer	347.9	370.6	397.6	417.7	433.9	473.9	514.7	541.3	563.0	569.4	586.5	606.2	643.8	675.6	5.2%
Plumas	68.4	69.5	71.3	73.8	76.6	77.4	82.8	84.5	89.7	95.2	97.3	98.1	98.8	100.4	3.0%
Riverside	3,055.8	3,103.7	3,210.1	3,330.3	3,580.7	3,949.4	4,000.6	4,292.1	4,529.5	4,620.4	4,729.3	4,906.7	5,175.2	5,526.4	4.7%
Sacramento	1,267.4	1,287.3	1,328.4	1,381.9	1,468.0	1,584.2	1,655.5	1,758.5	1,944.1	1,932.1	1,958.4	2,014.0	2,126.9	2,288.3	4.6%
San Benito	49.6	50.6	50.7	52.1	57.5	62.1	64.1	70.0	75.2	73.9	73.8	75.5	75.6	77.0	3.5%
San Bernardino	1,924.8	2,005.0	2,051.5	2,086.8	2,206.3	2,383.4	2,399.5	2,548.4	2,736.8	2,736.8	2,773.4	2,931.8	3,141.9	3,377.0	4.4%
San Diego	5,220.3	5,314.8	5,299.5	5,463.6	6,292.0	7,209.6	7,755.6	8,220.7	8,872.6	8,571.3	8,593.8	9,015.0	9,542.0	10,083.7	5.2%
San Francisco	6,520.4	6,681.5	6,647.9	6,638.3	7,293.0	7,875.4	8,027.5	8,665.5	9,228.2	8,178.2	7,897.8	8,064.8	8,677.6	9,557.2	3.0%
San Joaquin	317.4	318.2	325.6	330.6	338.7	358.2	370.3	400.3	462.3	460.7	459.4	488.1	524.9	569.1	4.6%
San Luis Obispo	630.4	658.4	633.5	635.3	690.5	735.2	774.6	834.5	909.9	896.7	902.3	930.5	970.0	1,025.3	3.8%
San Mateo	1,353.2	1,404.0	1,498.0	1,631.9	1,820.8	2,034.4	2,135.4	2,245.9	2,384.7	2,038.2	1,972.0	2,024.6	2,137.0	2,320.3	4.2%
Santa Barbara	769.9	791.7	821.7	855.9	906.8	971.3	1,024.0	1,097.2	1,169.4	1,167.8	1,178.6	1,219.0	1,284.0	1,367.2	4.5%
Santa Clara	1,925.7	1,999.3	2,106.8	2,280.7	2,592.1	2,950.1	3,170.9	3,408.2	3,763.8	3,283.6	3,030.2	2,988.3	3,201.8	3,533.7	4.8%
Santa Cruz	369.3	377.7	381.5	399.0	425.3	457.0	475.5	527.6	549.3	531.1	505.2	530.9	573.1	601.5	3.8%
Shasta	219.8	219.4	224.4	227.4	236.7	243.6	255.4	266.1	289.6	286.8	292.5	305.0	319.7	338.6	3.4%
Sierra	9.2	10.0	11.4	11.8	12.3	13.0	13.7	14.6	15.5	15.9	16.3	16.5	16.8	16.7	4.6%
Siskiyou	96.5	97.4	99.9	103.9	109.1	113.3	121.0	124.1	133.1	143.6	147.1	150.7	151.3	157.0	3.8%
Solano	319.8	328.4	334.9	342.8	361.9	391.8	403.3	438.6	494.6	467.5	455.2	479.7	506.9	530.8	4.0%
Sonoma	668.6	684.6	703.0	734.3	785.3	842.3	888.8	943.0	1,005.3	986.6	990.4	1,016.7	1,082.9	1,147.9	4.2%
Stanislaus	229.9	243.8	252.4	259.9	269.7	279.1	282.9	305.0	341.2	339.3	339.8	358.7	376.0	408.3	4.5%
Sutter	43.8	44.3	44.7	45.4	48.0	49.5	49.6	53.3	59.3	58.2	58.9	60.6	63.6	66.5	3.3%
Tehama	63.8	65.8	68.0	69.6	73.7	76.3	80.7	83.3	89.3	92.3	93.5	96.1	101.7	110.2	4.3%
Trinity	30.7	31.7	32.5	33.4	35.0	36.0	38.9	39.5	41.1	43.2	44.0	45.2	46.8	47.6	3.4%
Tulare	193.4	200.2	204.8	209.2	218.1	230.9	240.3	250.8	271.2	274.5	284.0	295.2	316.7	341.1	4.5%
Tuolumne	100.3	105.0	107.1	106.3	109.9	118.2	122.9	130.5	136.1	138.2	140.4	143.9	148.0	153.9	3.3%
Ventura	724.9	722.9	736.3	752.6	802.5	851.5	891.4	970.3	1,071.2	1,028.0	1,024.8	1,047.7	1,113.1	1,220.8	4.1%
Yolo	136.7	136.7	138.0	141.0	148.7	157.4	163.5	178.4	198.0	192.6	189.6	203.3	230.1	248.5	4.7%
Yuba	41.0	40.8	40.4	44.2	47.6	48.3	47.7	51.3	57.0	57.1	57.0	60.9	71.2	75.1	4.8%
California	52,118	53,066	53,958	55,433	60,201	65,478	67,776	72,193	78,001	74,654	73,970	76,788	81,897	88,489	4.2%

*Annual Change is the average annual percentage change.

California Employment Generated by Visitor Spending, 1992-2005

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	**Annual Change
Alameda	20,670	20,600	20,780	21,560	22,950	23,890	24,990	27,900	29,650	26,110	24,380	23,960	24,410	24,730	1.4%
Alpine	270	280	280	280	300	310	290	330	380	380	370	360	360	350	2.4%
Amador	1,170	1,190	1,240	1,310	1,380	1,420	1,330	1,320	1,580	2,020	2,280	2,350	2,210	2,220	5.4%
Butte	2,880	2,970	3,270	3,370	3,380	3,300	3,500	3,540	3,510	3,370	3,410	3,530	3,550	3,660	1.8%
Calaveras	1,950	2,010	2,140	2,180	2,160	2,150	2,060	2,310	2,260	2,260	2,210	2,340	2,250	2,330	1.2%
Colusa	540	540	550	540	540	530	500	510	540	520	520	590	570	560	0.5%
Contra Costa	9,470	9,600	10,060	10,350	10,640	11,370	11,650	12,060	11,930	10,750	10,270	10,120	10,270	10,200	0.7%
Del Norte	2,050	2,020	2,120	2,030	2,050	2,090	1,910	2,050	2,080	2,020	1,820	1,780	1,650	1,680	-1.8%
El Dorado	9,590	9,750	10,110	10,000	9,730	9,790	9,680	10,180	10,230	9,800	9,850	10,580	10,830	10,410	1.0%
Fresno	10,790	10,890	11,170	11,110	11,150	11,080	11,200	11,510	11,920	11,420	11,400	11,820	11,930	12,160	0.8%
Glenn	720	720	770	780	800	800	750	820	810	770	850	1,000	820	810	1.1%
Humboldt	4,750	4,770	4,940	4,950	4,810	4,720	4,590	4,880	4,890	4,670	4,310	4,590	4,840	4,800	0.2%
Imperial	3,460	3,630	3,800	3,790	3,940	4,400	3,910	4,000	4,240	4,060	4,000	4,140	4,560	4,570	2.3%
Inyo	2,260	2,320	2,360	2,450	2,510	2,630	2,100	2,900	2,400	2,270	2,530	2,520	2,550	2,440	1.0%
Kern	13,300	13,400	13,900	13,280	13,460	14,190	13,850	13,950	13,960	13,440	13,430	13,470	13,540	13,610	0.1%
Kings	1,590	1,620	1,700	1,740	1,770	1,800	1,750	1,810	1,840	1,770	1,910	1,900	1,980	1,980	1.8%
Lake	1,950	1,980	2,060	2,100	2,100	2,070	1,980	2,080	2,330	2,370	2,790	2,880	2,770	2,870	3.0%
Lassen	1,470	1,490	1,560	1,580	1,570	1,540	1,550	1,600	1,680	1,700	1,640	1,580	1,540	1,440	0.4%
Los Angeles	147,620	143,440	145,860	149,550	155,240	160,570	161,240	166,930	169,430	158,010	151,270	155,350	158,470	162,920	0.6%
Madera	2,540	2,670	2,850	2,940	3,060	3,090	3,030	3,070	3,130	3,070	3,050	3,130	3,130	3,090	1.8%
Marin	4,390	4,840	5,070	5,240	5,430	5,750	5,970	6,380	6,470	5,970	5,980	5,950	6,620	6,480	3.5%
Mariposa	3,840	3,940	4,390	4,260	3,770	3,870	4,090	3,930	3,910	4,040	4,090	4,260	4,300	4,200	0.9%
Mendocino	5,350	5,220	5,560	5,770	5,570	5,590	5,450	5,600	5,820	5,560	5,200	5,700	5,550	5,490	0.3%
Merced	2,320	2,360	2,440	2,350	2,230	2,240	2,240	2,380	2,400	2,310	2,320	2,320	2,380	2,400	0.2%
Modoc	290	280	290	290	290	280	270	270	290	300	300	300	300	280	0.3%
Mono	3,710	3,570	3,760	3,760	3,660	3,930	3,980	4,430	4,760	4,950	5,190	5,470	5,480	5,640	3.3%
Monterey	19,540	19,860	20,390	21,210	22,650	23,310	23,770	25,660	25,180	23,790	22,580	22,400	22,710	22,680	1.3%
Napa	6,040	6,170	6,850	7,400	7,720	8,170	8,270	7,930	7,730	7,580	8,860	8,980	9,790	10,210	4.1%
Nevada	2,910	2,860	2,950	2,940	3,020	3,090	2,980	3,140	3,300	3,250	3,220	3,320	3,210	3,200	0.8%

*Annual Change is the average annual percentage change.

California Employment Generated by Visitor Spending, 1992-2005

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	**Annual Change
Orange	67,620	67,220	70,640	72,340	74,810	77,360	78,220	78,420	81,590	77,140	77,240	80,280	83,120	86,310	1.9%
Placer	6,730	7,110	7,750	7,980	7,990	8,410	8,330	8,340	8,460	8,220	8,820	8,930	9,070	8,820	2.1%
Plumas	1,490	1,500	1,540	1,560	1,560	1,490	1,530	1,440	1,660	1,700	1,680	1,680	1,690	1,650	0.8%
Riverside	54,470	54,650	56,810	57,800	59,810	63,080	61,720	65,070	62,780	61,750	62,860	63,560	64,870	66,990	1.6%
Sacramento	22,120	22,070	22,850	23,350	23,810	24,600	24,430	24,770	26,340	25,320	25,290	25,590	25,470	26,190	1.3%
San Benito	870	880	880	890	950	980	980	1,010	1,020	960	1,000	970	910	920	0.4%
San Bernardino	37,190	38,350	39,620	39,340	39,920	41,430	38,190	41,360	41,900	40,590	39,930	41,060	42,330	42,840	1.1%
San Diego	86,470	86,720	86,360	87,330	97,700	108,000	109,710	112,470	116,280	107,690	107,700	113,120	113,150	113,080	2.1%
San Francisco	42,010	43,180	45,830	48,030	51,730	55,280	57,380	63,340	61,240	50,260	47,930	51,370	53,610	54,620	2.0%
San Joaquin	5,810	5,760	5,960	5,900	5,710	5,790	5,700	5,990	6,570	6,400	6,280	5,990	6,140	6,160	0.5%
San Luis Obispo	15,360	15,850	15,310	14,940	15,680	16,100	16,030	16,880	17,690	16,640	16,250	16,340	16,220	16,460	0.5%
San Mateo	37,930	36,760	37,060	38,640	40,860	42,500	43,600	44,270	44,220	38,620	35,760	34,500	34,680	35,070	-0.6%
Santa Barbara	12,590	12,790	13,350	13,640	13,910	14,280	15,430	15,880	16,220	15,550	15,220	15,450	15,820	16,170	1.9%
Santa Clara	27,630	28,130	29,850	32,130	35,470	39,060	40,580	42,580	42,860	35,580	32,070	30,450	32,730	33,770	1.6%
Santa Cruz	7,580	7,680	7,830	8,030	8,270	8,580	8,700	9,060	8,760	8,070	7,560	7,940	8,330	8,380	0.8%
Shasta	4,300	4,220	4,340	4,310	4,300	4,240	4,350	4,430	4,740	4,520	4,510	4,580	4,640	4,690	0.7%
Sierra	170	180	200	210	210	210	210	270	260	260	250	260	270	240	2.7%
Siskiyou	2,130	2,120	2,190	2,230	2,250	2,240	2,230	2,230	2,470	2,580	2,610	2,770	2,570	2,610	1.6%
Solano	6,690	6,800	7,030	7,030	7,130	7,440	7,260	7,670	7,990	7,240	6,790	6,840	6,830	6,840	0.2%
Sonoma	14,430	14,560	15,140	15,510	15,960	16,530	16,500	16,540	16,280	15,340	15,200	15,330	15,590	15,460	0.5%
Stanislaus	4,320	4,590	4,820	4,870	4,820	4,760	4,960	5,270	5,410	5,240	5,300	5,440	5,300	5,280	1.6%
Sutter	1,080	1,080	1,100	1,090	1,110	1,090	1,060	1,080	1,160	1,100	1,150	1,150	1,140	1,140	0.4%
Tehama	1,390	1,420	1,480	1,490	1,510	1,500	1,480	1,440	1,610	1,620	1,600	1,610	1,610	1,650	1.3%
Trinity	690	710	730	730	740	730	740	760	820	830	850	950	940	980	2.7%
Tulare	4,480	4,590	4,740	4,740	4,730	4,830	4,850	4,980	4,660	4,580	4,750	4,840	4,810	4,980	0.8%
Tuolumne	2,110	2,190	2,250	2,180	2,170	2,240	2,330	2,370	2,470	2,410	2,310	2,360	2,370	2,360	0.9%
Ventura	12,250	12,050	12,330	12,330	12,650	12,850	12,810	13,610	14,030	12,940	13,280	14,050	14,160	14,400	1.3%
Yolo	2,830	2,790	2,850	2,840	2,880	2,930	2,800	3,120	3,270	3,070	3,010	3,040	3,270	3,460	1.6%
Yuba	920	910	900	970	1,000	960	910	950	960	930	940	940	1,070	1,080	1.2%
California	771,090	771,820	794,980	811,570	847,540	887,420	891,920	929,040	942,390	875,690	858,180	878,100	895,310	910,050	1.3%

*Annual Change is the average annual percentage change.

**Total Employment and Earnings Compared to
Travel-Generated Employment and Earnings by County 2005**

County	Employment			Earnings (\$Millions)		
	Total	Travel	Percent	Total	Travel	Percent
Alameda	886,440	24,730	2.8%	49,284.4	877.7	1.8%
Alpine	1,150	350	30.6%	31.7	6.7	21.2%
Amador	18,500	2,220	12.0%	585.0	42.8	7.3%
Butte	106,250	3,660	3.4%	3,388.0	62.7	1.9%
Calaveras	17,200	2,330	13.6%	474.5	54.0	11.4%
Colusa	11,310	560	4.9%	443.4	8.7	2.0%
Contra Costa	485,980	10,200	2.1%	26,059.0	327.0	1.3%
Del Norte	10,980	1,680	15.3%	337.7	40.9	12.1%
El Dorado	85,600	10,410	12.2%	3,004.5	232.1	7.7%
Fresno	436,010	12,160	2.8%	16,229.9	250.4	1.5%
Glenn	11,870	810	6.8%	374.6	15.7	4.2%
Humboldt	70,240	4,800	6.8%	2,226.8	82.0	3.7%
Imperial	68,820	4,570	6.6%	2,489.3	81.5	3.3%
Inyo	10,360	2,440	23.6%	318.9	43.4	13.6%
Kern	351,310	13,610	3.9%	13,658.0	286.1	2.1%
Kings	57,350	1,980	3.5%	2,239.5	35.5	1.6%
Lake	23,970	2,870	12.0%	699.9	49.7	7.1%
Lassen	14,150	1,440	10.2%	499.4	21.9	4.4%
Los Angeles	5,540,930	162,920	2.9%	274,620.0	6,595.8	2.4%
Madera	57,740	3,090	5.4%	1,931.8	68.5	3.5%
Marin	178,330	6,480	3.6%	8,943.7	232.4	2.6%
Mariposa	8,190	4,200	51.3%	217.1	76.6	35.3%
Mendocino	51,430	5,490	10.7%	1,504.1	111.1	7.4%
Merced	91,380	2,400	2.6%	3,325.6	44.6	1.3%
Modoc	4,910	280	5.7%	142.1	6.3	4.4%
Mono	9,740	5,640	58.0%	361.6	127.1	35.1%
Monterey	233,590	22,680	9.7%	10,810.9	819.0	7.6%
Napa	88,830	10,210	11.5%	3,804.8	263.7	6.9%
Nevada	54,380	3,200	5.9%	1,746.3	79.7	4.6%

Source: Dean Runyan Associates, Inc., Bureau of Economic Analysis and Bureau of Labor Statistics. Total earnings and employment for 2004 estimated by Dean Runyan Associates, Inc. from 2003 earnings and employment data from by the Bureau of Economic Analysis and 2004 payroll data from the Bureau of Labor Statistics.

**Total Employment and Earnings Compared to
Travel-Generated Employment and Earnings by County, 2005**

County	Employment			Earnings (\$Millions)		
	Total	Travel	Percent	Total	Travel	Percent
Orange	1,953,680	86,310	4.4%	101,768.9	2,547.7	2.5%
Placer	175,220	8,820	5.0%	7,580.6	202.3	2.7%
Plumas	10,720	1,650	15.4%	369.7	34.6	9.4%
Riverside	794,420	66,990	8.4%	28,608.1	1,549.3	5.4%
Sacramento	787,260	26,190	3.3%	37,837.9	670.4	1.8%
San Benito	23,480	920	3.9%	911.2	24.6	2.7%
San Bernardino	816,280	42,840	5.2%	31,894.8	878.6	2.8%
San Diego	1,841,100	113,080	6.1%	87,433.2	3,283.2	3.8%
San Francisco	702,020	54,620	7.8%	50,377.7	2,064.4	4.1%
San Joaquin	282,700	6,160	2.2%	10,918.9	139.7	1.3%
San Luis Obispo	148,920	16,460	11.1%	5,269.3	346.2	6.6%
San Mateo	452,800	35,070	7.7%	31,418.1	1,657.7	5.3%
Santa Barbara	259,450	16,170	6.2%	10,797.9	444.4	4.1%
Santa Clara	1,109,120	33,770	3.0%	83,066.0	1,047.9	1.3%
Santa Cruz	143,860	8,380	5.8%	5,570.9	180.8	3.2%
Shasta	91,050	4,690	5.1%	3,218.2	102.9	3.2%
Sierra	1,380	240	17.7%	34.7	4.2	12.1%
Siskiyou	21,980	2,610	11.9%	640.5	54.4	8.5%
Solano	176,520	6,840	3.9%	7,397.0	140.5	1.9%
Sonoma	273,820	15,460	5.6%	11,346.0	356.1	3.1%
Stanislaus	224,250	5,280	2.4%	8,669.6	104.0	1.2%
Sutter	42,950	1,140	2.7%	1,342.1	19.5	1.4%
Tehama	24,760	1,650	6.7%	772.1	31.6	4.1%
Trinity	4,990	980	19.6%	134.6	16.8	12.5%
Tulare	191,020	4,980	2.6%	6,202.2	103.6	1.7%
Tuolumne	27,130	2,360	8.7%	857.7	49.0	5.7%
Ventura	432,260	14,400	3.3%	19,701.3	321.2	1.6%
Yolo	117,670	3,460	2.9%	4,977.2	62.6	1.3%
Yuba	26,050	1,080	4.2%	1,115.4	18.5	1.7%
California	20,143,810	910,050	4.5%	989,984.8	27,400.4	2.8%

Source: Dean Runyan Associates, Inc., Bureau of Economic Analysis and Bureau of Labor Statistics. Total earnings and employment for 2004 estimated by Dean Runyan Associates, Inc. from 2003 earnings and employment data from by the Bureau of Economic Analysis and 2004 payroll data from the Bureau of Labor Statistics.

Alameda County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	1,265	2,372	2,162	2,062	2,103	2,248	2,458
Other Travel*	261	258	238	218	208	223	253
Total Direct Spending	1,526	2,629	2,400	2,280	2,312	2,470	2,711
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	590	1,396	1,248	1,151	1,159	1,256	1,396
Private Campground	3	4	4	4	4	4	4
Public Campground	0	0	0	0	0	0	0
Private Home	345	433	431	438	451	468	496
Vacation Home	9	11	13	13	13	14	15
Day Travel	318	527	466	456	475	506	547
Spending at Destination	1,265	2,372	2,162	2,062	2,103	2,248	2,458
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	158	432	383	332	314	329	360
Food & Beverage Services	255	491	441	434	442	475	515
Food Stores	35	61	57	56	58	62	64
Ground Tran. & Motor Fuel	296	497	469	456	519	585	674
Arts, Entertainment & Recreation	165	325	292	283	285	300	314
Retail Sales	227	424	383	363	355	364	380
Air Transportation (visitor only)	129	143	137	139	131	133	150
Spending at Destination	1,265	2,372	2,162	2,062	2,103	2,248	2,458
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	157	365	320	305	308	329	351
Arts, Entertainment & Recreation	72	142	128	123	124	131	138
Retail**	43	69	68	66	67	70	72
Auto Rental & Ground Tran.	17	35	34	35	36	38	41
Air Transportation (visitor only)	98	120	131	134	119	117	104
Other Travel*	192	208	216	202	183	189	172
Total Direct Earnings	579	938	897	866	838	872	878
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	8.5	15.3	12.8	12.3	12.4	12.9	13.4
Arts, Entertainment & Recreation	2.7	4.2	3.6	3.3	3.3	3.4	3.3
Retail**	2.0	2.4	2.2	2.1	2.2	2.2	2.3
Auto Rental & Ground Tran.	0.8	1.3	1.2	1.1	1.1	1.1	1.1
Air Transportation (visitor only)	2.2	2.3	2.3	2.1	1.9	1.8	1.7
Other Travel*	4.5	4.2	4.0	3.3	3.0	3.0	2.9
Total Direct Employment	20.7	29.7	26.1	24.4	24.0	24.4	24.7
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	26.6	59.1	54.0	49.1	51.7	55.6	63.2
State Tax Receipts	63.8	108.6	98.3	97.5	99.8	107.3	116.0
Total Direct Tax Receipts	90.5	167.7	152.3	146.6	151.5	162.9	179.2

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Alpine County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	17.4	24.7	25.9	26.8	26.7	27.9	28.1
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	17.4	24.7	25.9	26.8	26.7	27.9	28.1
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	9.0	14.0	14.7	15.3	15.0	15.8	15.8
Private Campground	0.5	0.7	0.8	0.8	0.8	0.8	0.8
Public Campground	1.1	1.4	1.4	1.4	1.4	1.5	1.5
Private Home	0.4	0.5	0.4	0.5	0.5	0.5	0.5
Vacation Home	4.1	5.1	5.5	5.6	5.8	6.0	6.2
Day Travel	2.3	3.1	3.1	3.2	3.2	3.3	3.3
Spending at Destination	17.4	24.7	25.9	26.8	26.7	27.9	28.1
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	5.0	7.4	7.7	8.0	7.9	8.4	8.7
Food & Beverage Services	5.0	6.9	7.3	7.7	7.7	8.2	8.3
Food Stores	0.8	1.1	1.2	1.2	1.2	1.3	1.3
Ground Tran. & Motor Fuel	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arts, Entertainment & Recreation	3.3	4.7	4.9	5.1	5.1	5.2	5.2
Retail Sales	3.3	4.6	4.8	4.9	4.7	4.8	4.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	17.4	24.7	25.9	26.8	26.7	27.9	28.1
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	2.6	3.9	4.0	4.3	4.4	4.7	4.7
Arts, Entertainment & Recreation	0.8	1.2	1.2	1.3	1.3	1.3	1.3
Retail**	0.5	0.6	0.7	0.7	0.7	0.7	0.7
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	3.9	5.7	6.0	6.3	6.4	6.7	6.7
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	180	260	260	250	260	260	260
Arts, Entertainment & Recreation	50	70	70	70	70	60	60
Retail**	30	40	50	40	30	30	30
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	270	380	380	370	360	360	350
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.3	0.6	0.6	0.6	0.6	0.6	0.6
State Tax Receipts	0.4	0.6	0.6	0.6	0.6	0.7	0.7
Total Direct Tax Receipts	0.8	1.2	1.2	1.3	1.2	1.3	1.3

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Amador County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	53.5	79.5	92.1	100.4	101.9	103.9	108.0
Other Travel*	0.4	0.6	0.6	0.8	0.8	0.8	0.8
Total Direct Spending	53.9	80.1	92.7	101.2	102.7	104.7	108.8
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	12.6	21.2	25.9	29.8	29.9	29.9	31.5
Private Campground	15.8	22.1	23.6	24.7	25.2	25.7	26.0
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	10.2	14.1	14.2	14.5	14.9	15.6	16.5
Vacation Home	7.5	9.2	9.6	9.7	9.9	10.4	11.0
Day Travel	7.4	12.9	18.8	21.7	22.0	22.3	22.9
Spending at Destination	53.5	79.5	92.1	100.4	101.9	103.9	108.0
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	10.1	15.2	16.3	16.9	16.9	17.3	18.2
Food & Beverage Services	15.4	22.2	24.5	25.9	26.4	27.0	28.3
Food Stores	4.7	6.9	7.3	7.5	7.7	7.9	8.0
Ground Tran. & Motor Fuel	3.3	5.2	4.8	4.5	5.5	6.5	7.7
Arts, Entertainment & Recreation	9.1	13.8	21.0	27.4	27.6	27.6	28.0
Retail Sales	10.8	16.3	18.1	18.2	17.9	17.6	17.8
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	53.5	79.5	92.1	100.4	101.9	103.9	108.0
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	11.9	18.3	20.0	21.5	22.4	22.9	23.8
Arts, Entertainment & Recreation	3.0	5.7	10.8	14.1	14.2	14.2	14.5
Retail**	2.2	3.1	3.6	3.7	3.7	3.7	3.7
Auto Rental & Ground Tran.	0.1	0.3	0.3	0.3	0.3	0.3	0.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.3	0.3	0.4	0.4	0.4	0.4
Total Direct Earnings	17.4	27.6	34.9	39.9	41.0	41.5	42.8
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	720	930	970	1,000	1,040	990	1,020
Arts, Entertainment & Recreation	310	490	880	1,110	1,140	1,070	1,050
Retail**	120	140	150	150	150	140	140
Auto Rental & Ground Tran.	10	10	10	10	10	10	10
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	1,170	1,580	2,020	2,280	2,350	2,210	2,220
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.6	0.9	1.0	1.2	1.4	1.3	1.4
State Tax Receipts	2.0	3.0	3.2	3.5	3.5	3.7	3.8
Total Direct Tax Receipts	2.6	3.9	4.2	4.7	4.9	5.0	5.2

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail inclues gasoline.

Butte County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	125.6	186.9	186.0	189.7	197.7	211.5	231.7
Other Travel*	5.7	6.1	5.8	4.3	4.2	4.3	3.0
Total Direct Spending	131.2	193.0	191.8	194.0	201.9	215.8	234.7
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	31.6	59.8	62.3	65.1	67.5	72.1	82.4
Private Campground	6.6	9.4	9.6	9.4	9.9	11.4	11.8
Public Campground	4.5	4.6	4.6	4.5	4.8	5.2	5.4
Private Home	26.6	35.7	35.0	35.7	37.4	39.7	42.2
Vacation Home	16.0	19.8	20.9	21.0	21.5	22.8	24.2
Day Travel	40.2	57.6	53.7	54.0	56.6	60.4	65.7
Spending at Destination	125.6	186.9	186.0	189.7	197.7	211.5	231.7
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	18.8	29.8	31.8	33.2	33.3	35.5	38.9
Food & Beverage Services	30.4	43.7	43.7	45.9	47.0	49.6	53.9
Food Stores	6.9	9.5	9.6	9.9	10.3	10.9	11.3
Ground Tran. & Motor Fuel	22.2	34.2	31.8	29.7	36.2	43.2	51.9
Arts, Entertainment & Recreation	18.7	28.0	27.9	28.7	29.2	30.1	31.7
Retail Sales	28.6	41.7	41.2	41.2	40.6	41.1	43.0
Air Transportation (visitor only)	0.0	0.0	0.0	1.1	1.1	1.1	1.0
Spending at Destination	125.6	186.9	186.0	189.7	197.7	211.5	231.7
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	17.5	27.6	27.9	30.2	31.6	33.4	36.0
Arts, Entertainment & Recreation	9.0	13.5	13.5	13.9	14.1	14.5	15.5
Retail**	5.5	7.3	7.8	7.9	8.1	8.3	8.6
Auto Rental & Ground Tran.	0.4	0.9	0.9	0.9	1.0	1.0	1.1
Air Transportation (visitor only)	0.0	0.0	0.0	1.1	1.0	1.0	0.4
Other Travel*	4.0	4.7	4.9	3.6	3.3	3.3	1.2
Total Direct Earnings	36.4	54.0	55.0	57.5	59.0	61.6	62.7
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,410	1,820	1,750	1,840	1,900	1,900	2,020
Arts, Entertainment & Recreation	960	1,160	1,100	1,070	1,140	1,160	1,200
Retail**	350	370	370	360	360	350	350
Auto Rental & Ground Tran.	20	30	30	30	30	30	30
Air Transportation (visitor only)	0	0	0	20	20	20	10
Other Travel*	130	130	120	90	80	80	40
Total Direct Employment	2,880	3,510	3,370	3,410	3,530	3,550	3,660
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.5	2.8	2.9	3.0	3.1	3.2	3.5
State Tax Receipts	5.8	8.4	8.0	8.3	8.6	9.1	9.9
Total Direct Tax Receipts	7.4	11.2	10.9	11.3	11.7	12.4	13.4

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Calaveras County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	84.9	119.9	124.2	126.5	131.2	139.7	145.1
Other Travel*	0.7	1.0	0.9	0.9	0.8	0.6	0.7
Total Direct Spending	85.6	120.8	125.1	127.4	131.9	140.3	145.8
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	7.7	20.4	22.9	23.7	26.1	27.7	29.0
Private Campground	9.2	12.7	13.1	13.1	13.3	15.9	16.1
Public Campground	19.7	23.3	23.8	23.9	24.4	25.3	25.6
Private Home	10.8	16.0	16.2	16.6	17.2	18.0	19.0
Vacation Home	24.7	30.3	31.3	32.0	32.6	34.4	36.4
Day Travel	12.8	17.2	16.9	17.2	17.6	18.5	19.0
Spending at Destination	84.9	119.9	124.2	126.5	131.2	139.7	145.1
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	16.2	24.1	25.5	25.8	26.5	28.8	30.2
Food & Beverage Services	23.0	31.9	33.1	34.7	36.3	38.8	40.5
Food Stores	9.9	12.9	13.5	13.8	14.2	15.3	15.3
Ground Tran. & Motor Fuel	3.6	5.4	5.0	4.6	5.7	6.9	8.3
Arts, Entertainment & Recreation	14.1	20.3	21.1	21.6	22.5	23.4	23.8
Retail Sales	18.1	25.2	26.0	26.0	26.0	26.5	26.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	84.9	119.9	124.2	126.5	131.2	139.7	145.1
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	18.5	28.0	29.2	31.1	33.5	35.9	37.3
Arts, Entertainment & Recreation	5.2	7.5	7.8	8.0	8.3	8.7	8.9
Retail**	4.7	6.2	6.8	6.9	7.1	7.4	7.5
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.5	0.5	0.5	0.4	0.3	0.3
Total Direct Earnings	28.7	42.2	44.2	46.5	49.3	52.3	54.0
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,210	1,460	1,450	1,400	1,510	1,430	1,520
Arts, Entertainment & Recreation	430	490	480	500	510	500	510
Retail**	300	300	320	290	300	310	290
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	20	20	10	10	20	20	20
Total Direct Employment	1,950	2,260	2,260	2,210	2,340	2,250	2,330
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.5	0.9	1.0	1.0	1.1	1.2	1.3
State Tax Receipts	2.4	3.4	3.4	3.6	3.7	4.0	4.2
Total Direct Tax Receipts	2.9	4.3	4.4	4.6	4.8	5.2	5.4

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

**Colusa County
Travel Impacts, 1992-2005**

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	26.8	36.2	36.3	36.4	37.5	38.4	40.4
Other Travel*	0.2	0.3	0.3	0.3	0.4	0.3	0.4
Total Direct Spending	27.0	36.5	36.5	36.8	37.9	38.8	40.8
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	7.3	9.9	10.0	10.1	10.5	10.5	10.8
Private Campground	3.3	5.2	5.3	5.2	5.5	5.5	5.7
Public Campground	1.7	1.8	1.9	1.9	2.0	2.1	2.2
Private Home	5.8	8.1	8.0	8.1	8.3	8.7	9.3
Vacation Home	4.1	5.1	5.3	5.3	5.4	5.6	6.0
Day Travel	4.5	6.1	5.8	5.8	6.0	6.1	6.4
Spending at Destination	26.8	36.2	36.3	36.4	37.5	38.4	40.4
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	4.6	6.2	6.3	6.3	6.4	6.4	6.5
Food & Beverage Services	7.4	9.5	9.6	10.0	10.2	10.3	10.7
Food Stores	2.0	2.7	2.8	2.8	2.9	2.9	2.9
Ground Tran. & Motor Fuel	3.0	4.6	4.2	3.9	4.8	5.8	7.0
Arts, Entertainment & Recreation	4.6	6.2	6.2	6.3	6.3	6.3	6.4
Retail Sales	5.3	7.1	7.2	7.1	7.0	6.8	6.8
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	26.8	36.2	36.3	36.4	37.5	38.4	40.4
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	3.1	4.2	4.2	4.5	4.7	4.7	4.8
Arts, Entertainment & Recreation	1.5	2.0	2.0	2.0	2.0	2.0	2.0
Retail**	1.1	1.5	1.6	1.6	1.6	1.6	1.6
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.2	0.2	0.2	0.2
Total Direct Earnings	5.8	7.8	7.9	8.2	8.5	8.5	8.7
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	300	300	290	290	310	300	300
Arts, Entertainment & Recreation	150	150	150	150	200	190	180
Retail**	80	80	80	80	70	70	70
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	10	10	10	10
Total Direct Employment	540	540	520	520	590	570	560
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.3	0.4	0.4	0.5	0.5	0.5	0.5
State Tax Receipts	1.1	1.5	1.4	1.5	1.5	1.6	1.7
Total Direct Tax Receipts	1.4	1.9	1.9	1.9	2.1	2.1	2.2

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail inclues gasoline.

Contra Costa County **Travel Impacts, 1992-2005**

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	622.6	1,012.4	952.5	913.0	965.3	1,042.9	1,146.1
Other Travel*	18.2	26.3	25.1	29.7	32.4	28.9	29.9
Total Direct Spending	640.7	1,038.7	977.5	942.7	997.7	1,071.8	1,176.1
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	200.2	409.2	372.8	336.9	346.4	374.9	418.1
Private Campground	16.3	27.2	27.9	27.5	30.1	31.9	34.3
Public Campground	5.0	5.8	5.9	5.8	6.4	7.1	7.6
Private Home	188.6	258.2	258.0	259.7	279.5	301.4	327.6
Vacation Home	20.4	25.0	26.9	27.1	28.0	29.9	31.8
Day Travel	192.1	287.0	260.9	256.0	274.8	297.7	326.6
Spending at Destination	622.6	1,012.4	952.5	913.0	965.3	1,042.9	1,146.1
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	69.2	141.5	131.8	115.9	110.1	113.0	120.9
Food & Beverage Services	134.8	212.8	200.8	202.0	206.9	218.3	232.3
Food Stores	22.4	35.0	34.3	34.6	35.9	37.8	38.7
Ground Tran. & Motor Fuel	181.7	279.9	260.9	243.3	295.8	351.3	422.3
Arts, Entertainment & Recreation	87.9	143.0	134.9	133.3	135.4	139.7	143.9
Retail Sales	126.6	200.3	189.8	183.9	181.3	182.8	187.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	622.6	1,012.4	952.5	913.0	965.3	1,042.9	1,146.1
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	103.9	188.9	174.8	172.0	177.2	185.4	195.1
Arts, Entertainment & Recreation	42.7	69.4	65.5	64.7	65.7	67.8	70.5
Retail**	27.1	38.4	39.0	38.8	40.1	41.3	41.7
Auto Rental & Ground Tran.	1.8	3.7	3.5	3.7	3.7	3.9	4.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	9.4	13.6	13.0	15.4	16.8	15.0	15.5
Total Direct Earnings	184.9	313.9	295.8	294.6	303.5	313.4	327.0
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	4,500	6,160	5,450	5,250	5,340	5,400	5,520
Arts, Entertainment & Recreation	3,110	3,830	3,450	3,130	2,890	2,980	2,820
Retail**	1,320	1,380	1,320	1,360	1,420	1,440	1,410
Auto Rental & Ground Tran.	90	130	120	120	120	110	120
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	460	430	400	410	360	340	340
Total Direct Employment	9,470	11,930	10,750	10,270	10,120	10,270	10,200
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	12.6	22.9	21.4	19.7	20.2	20.4	22.1
State Tax Receipts	35.4	53.4	49.3	49.4	52.2	56.4	61.4
Total Direct Tax Receipts	47.9	76.3	70.7	69.1	72.4	76.8	83.5

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Del Norte County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	67.9	81.0	82.2	83.5	84.3	88.9	93.7
Other Travel*	0.3	0.4	0.4	0.5	0.6	0.5	1.9
Total Direct Spending	68.2	81.4	82.6	84.1	84.9	89.4	95.7
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	16.4	22.7	23.6	24.5	24.6	26.0	28.9
Private Campground	28.5	29.4	30.3	30.4	30.8	32.9	33.2
Public Campground	1.6	2.1	2.1	2.1	2.2	2.2	2.3
Private Home	7.7	10.8	10.6	10.7	10.9	11.2	12.4
Vacation Home	1.5	1.9	2.0	2.0	2.0	2.1	2.1
Day Travel	12.2	14.2	13.6	13.8	13.9	14.4	14.8
Spending at Destination	67.9	81.0	82.2	83.5	84.3	88.9	93.7
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	12.7	15.3	16.1	16.3	16.4	17.8	18.6
Food & Beverage Services	20.1	23.2	23.5	24.5	24.7	26.1	27.3
Food Stores	7.8	8.8	9.1	9.2	9.5	10.1	10.1
Ground Tran. & Motor Fuel	2.0	3.1	2.8	2.6	3.2	3.9	4.7
Arts, Entertainment & Recreation	11.2	13.7	13.7	14.0	14.0	14.5	14.7
Retail Sales	14.1	16.9	17.0	16.8	16.4	16.6	16.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Spending at Destination	67.9	81.0	82.2	83.5	84.3	88.9	93.7
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	15.5	19.0	19.3	20.5	21.3	22.6	23.5
Arts, Entertainment & Recreation	9.1	11.1	11.2	11.4	11.4	11.8	12.1
Retail**	3.0	3.4	3.7	3.8	3.8	3.9	3.9
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Other Travel*	0.2	0.2	0.2	0.3	0.3	0.3	0.8
Total Direct Earnings	27.8	33.8	34.4	36.0	36.8	38.6	40.9
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,090	1,120	1,080	1,070	1,070	1,150	1,120
Arts, Entertainment & Recreation	750	760	730	550	520	310	360
Retail**	210	190	200	180	180	180	180
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	10
Other Travel*	10	10	10	10	10	10	20
Total Direct Employment	2,050	2,080	2,020	1,820	1,780	1,650	1,680
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.8	1.2	1.2	1.2	1.3	1.3	1.3
State Tax Receipts	2.5	3.0	2.9	3.1	3.1	3.3	3.5
Total Direct Tax Receipts	3.3	4.1	4.1	4.3	4.4	4.6	4.8

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

El Dorado County

Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	420.0	533.9	535.6	544.3	588.3	611.9	629.3
Other Travel*	5.0	7.3	7.0	7.9	6.9	0.0	0.0
Total Direct Spending	425.0	541.2	542.5	552.2	595.2	611.9	629.3
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	252.6	309.6	308.9	313.2	348.0	361.2	368.5
Private Campground	20.9	31.8	32.6	32.5	33.2	34.3	35.2
Public Campground	6.5	8.4	8.5	8.5	8.7	9.2	9.4
Private Home	35.2	51.4	51.9	53.6	55.6	58.1	61.2
Vacation Home	49.5	60.9	65.0	66.9	68.6	72.5	76.3
Day Travel	55.4	71.8	68.7	69.6	74.2	76.6	78.7
Spending at Destination	420.0	533.9	535.6	544.3	588.3	611.9	629.3
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	103.4	130.9	130.8	133.2	145.1	151.9	156.9
Food & Beverage Services	113.0	137.6	138.8	144.6	156.8	163.3	167.7
Food Stores	16.8	22.9	23.6	24.3	25.8	26.9	27.0
Ground Tran. & Motor Fuel	21.4	32.6	30.4	28.2	34.6	41.4	50.0
Arts, Entertainment & Recreation	88.0	110.8	112.4	115.0	123.2	125.8	125.6
Retail Sales	77.4	99.2	99.5	99.0	102.9	102.6	102.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	420.0	533.9	535.6	544.3	588.3	611.9	629.3
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	97.6	125.8	124.3	131.1	146.5	152.8	154.3
Arts, Entertainment & Recreation	39.8	50.1	50.9	52.0	55.7	56.9	57.4
Retail**	13.9	17.0	18.5	18.7	19.7	20.0	19.9
Auto Rental & Ground Tran.	0.3	0.5	0.5	0.5	0.5	0.6	0.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	2.6	3.8	3.6	4.1	3.6	0.0	0.0
Total Direct Earnings	154.2	197.2	197.8	206.4	226.1	230.3	232.1
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	5,420	5,890	5,560	5,690	6,080	6,060	5,790
Arts, Entertainment & Recreation	3,330	3,510	3,390	3,340	3,650	4,020	3,860
Retail**	720	710	730	720	760	730	730
Auto Rental & Ground Tran.	10	20	20	20	20	20	20
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	110	100	90	80	80	0	0
Total Direct Employment	9,590	10,230	9,800	9,850	10,580	10,830	10,410
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	9.7	12.6	12.4	12.7	13.7	13.8	14.2
State Tax Receipts	14.7	18.9	18.4	19.2	20.6	21.5	22.3
Total Direct Tax Receipts	24.4	31.5	30.8	31.9	34.4	35.3	36.5

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

**Fresno County
Travel Impacts, 1992-2005**

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	583.1	805.5	796.5	795.1	845.0	898.1	969.1
Other Travel*	16.1	19.1	18.0	18.6	18.7	19.9	21.4
Total Direct Spending	599.2	824.6	814.5	813.7	863.7	918.0	990.5
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	216.6	284.6	292.1	289.8	314.4	334.3	364.0
Private Campground	27.5	42.9	43.5	43.2	45.2	48.4	50.6
Public Campground	10.6	14.7	14.8	14.7	15.5	16.6	17.4
Private Home	106.7	156.3	153.6	155.3	162.6	172.7	186.2
Vacation Home	44.6	56.2	59.2	59.6	61.0	64.9	69.2
Day Travel	177.1	250.8	233.3	232.5	246.3	261.3	281.7
Spending at Destination	583.1	805.5	796.5	795.1	845.0	898.1	969.1
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	87.9	112.3	118.2	119.9	126.6	134.5	144.6
Food & Beverage Services	134.8	173.3	173.0	178.2	186.3	195.0	206.1
Food Stores	25.1	35.0	35.6	36.4	37.9	39.9	40.7
Ground Tran. & Motor Fuel	125.4	205.1	192.8	185.2	215.0	246.1	287.5
Arts, Entertainment & Recreation	82.7	110.1	109.7	110.8	114.8	117.6	120.5
Retail Sales	121.7	164.0	161.8	159.5	159.8	160.2	164.1
Air Transportation (visitor only)	5.5	5.6	5.3	5.0	4.7	4.8	5.6
Spending at Destination	583.1	805.5	796.5	795.1	845.0	898.1	969.1
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	78.1	104.8	105.5	111.1	119.8	126.0	132.2
Arts, Entertainment & Recreation	37.3	49.6	49.4	50.0	51.7	53.0	54.8
Retail**	23.6	30.1	31.8	31.9	33.1	33.9	34.3
Auto Rental & Ground Tran.	5.3	10.7	10.3	10.7	10.9	11.5	12.4
Air Transportation (visitor only)	4.2	4.7	5.1	4.8	4.2	4.2	3.9
Other Travel*	10.6	12.9	13.2	13.5	13.0	13.4	12.8
Total Direct Earnings	159.1	212.9	215.3	222.0	232.8	242.1	250.4
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	5,760	6,450	6,180	6,080	6,500	6,590	6,680
Arts, Entertainment & Recreation	2,810	3,090	2,930	3,060	3,060	3,100	3,250
Retail**	1,380	1,410	1,400	1,390	1,410	1,410	1,400
Auto Rental & Ground Tran.	230	380	350	350	340	340	350
Air Transportation (visitor only)	140	140	130	120	100	100	100
Other Travel*	470	450	430	410	410	400	390
Total Direct Employment	10,790	11,920	11,420	11,400	11,820	11,930	12,160
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	11.8	16.1	16.3	16.4	18.3	18.5	20.1
State Tax Receipts	27.9	38.9	36.9	37.9	39.8	42.4	45.6
Total Direct Tax Receipts	39.6	54.9	53.2	54.3	58.1	61.0	65.7

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Glenn County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	26.8	39.0	38.5	38.6	40.8	43.9	46.7
Other Travel*	0.3	0.4	0.4	0.5	0.5	0.5	0.5
Total Direct Spending	27.0	39.4	38.9	39.1	41.4	44.4	47.2
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	8.1	12.6	12.7	12.8	13.9	15.3	16.4
Private Campground	2.4	5.0	5.1	5.0	5.3	5.8	6.0
Public Campground	1.6	1.9	1.9	1.9	2.0	2.2	2.3
Private Home	9.2	11.8	11.5	11.5	12.0	12.6	13.4
Vacation Home	0.7	0.8	0.9	0.9	0.9	1.0	1.0
Day Travel	4.9	6.9	6.4	6.4	6.7	7.1	7.5
Spending at Destination	26.8	39.0	38.5	38.6	40.8	43.9	46.7
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	3.3	5.4	5.5	5.5	5.8	6.2	6.5
Food & Beverage Services	7.4	10.3	10.2	10.6	11.0	11.7	12.3
Food Stores	2.0	2.9	3.0	3.0	3.1	3.3	3.3
Ground Tran. & Motor Fuel	4.2	6.4	5.9	5.5	6.8	8.1	9.9
Arts, Entertainment & Recreation	4.5	6.4	6.4	6.5	6.7	6.9	7.0
Retail Sales	5.4	7.6	7.5	7.5	7.4	7.5	7.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	26.8	39.0	38.5	38.6	40.8	43.9	46.7
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	5.3	8.1	8.0	8.5	9.1	9.7	10.1
Arts, Entertainment & Recreation	2.2	3.1	3.1	3.1	3.2	3.4	3.5
Retail**	1.2	1.7	1.8	1.8	1.9	1.9	1.9
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.3	0.3	0.3	0.3
Total Direct Earnings	8.9	13.1	13.1	13.7	14.5	15.3	15.7
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	360	430	400	400	440	460	450
Arts, Entertainment & Recreation	260	280	270	340	460	260	250
Retail**	100	100	100	100	100	100	90
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	720	810	770	850	1,000	820	810
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.4	0.5	0.5	0.5	0.7	0.7	0.7
State Tax Receipts	1.2	1.7	1.6	1.7	1.8	1.9	2.0
Total Direct Tax Receipts	1.6	2.3	2.2	2.2	2.4	2.6	2.7

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Humboldt County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	187.1	238.5	237.2	240.7	247.1	256.2	267.6
Other Travel*	2.3	3.1	2.9	3.6	1.8	1.7	1.8
Total Direct Spending	189.5	241.6	240.1	244.3	248.9	257.9	269.4
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	75.1	99.2	100.8	103.7	105.3	108.2	112.7
Private Campground	18.7	22.3	22.8	22.6	23.6	24.8	25.9
Public Campground	12.4	13.4	13.6	13.4	14.2	15.2	15.9
Private Home	41.7	54.4	53.1	53.6	55.6	58.0	61.2
Vacation Home	8.2	10.1	10.4	10.4	10.6	11.1	11.6
Day Travel	31.0	39.0	36.6	37.0	37.8	38.8	40.4
Spending at Destination	187.1	238.5	237.2	240.7	247.1	256.2	267.6
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	32.1	41.0	42.6	43.9	44.5	46.2	47.1
Food & Beverage Services	52.8	64.2	64.0	66.9	67.6	69.0	71.3
Food Stores	13.2	16.2	16.4	16.8	17.3	17.8	17.9
Ground Tran. & Motor Fuel	19.7	29.9	27.8	25.8	31.7	38.0	46.0
Arts, Entertainment & Recreation	32.1	40.7	40.4	41.4	41.4	41.3	41.4
Retail Sales	36.7	46.1	45.6	45.5	44.3	43.4	43.5
Air Transportation (visitor only)	0.5	0.5	0.4	0.4	0.4	0.4	0.5
Spending at Destination	187.1	238.5	237.2	240.7	247.1	256.2	267.6
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	36.4	46.9	46.9	50.2	52.2	53.6	54.4
Arts, Entertainment & Recreation	12.3	15.6	15.5	15.9	15.9	15.9	16.1
Retail**	7.5	9.0	9.5	9.7	9.8	9.9	9.9
Auto Rental & Ground Tran.	0.1	0.3	0.3	0.3	0.3	0.3	0.3
Air Transportation (visitor only)	0.4	0.4	0.4	0.4	0.3	0.3	0.4
Other Travel*	1.4	1.8	1.8	2.1	1.2	1.1	1.0
Total Direct Earnings	58.0	74.0	74.5	78.6	79.8	81.2	82.0
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,650	2,790	2,650	2,690	2,760	2,780	2,730
Arts, Entertainment & Recreation	1,550	1,580	1,500	1,110	1,330	1,590	1,600
Retail**	470	450	450	430	440	420	410
Auto Rental & Ground Tran.	10	10	10	10	10	10	10
Air Transportation (visitor only)	10	10	10	10	10	10	10
Other Travel*	50	50	50	60	50	40	30
Total Direct Employment	4,750	4,890	4,670	4,310	4,590	4,840	4,800
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	3.2	4.3	4.4	4.5	4.6	4.6	4.6
State Tax Receipts	7.6	9.8	9.4	9.8	9.9	10.4	10.9
Total Direct Tax Receipts	10.8	14.1	13.8	14.3	14.6	14.9	15.5

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Imperial County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	150.7	235.9	235.7	240.0	249.4	272.0	285.6
Other Travel*	1.4	1.5	1.4	0.8	1.0	1.0	0.3
Total Direct Spending	152.1	237.4	237.1	240.9	250.4	272.9	285.8
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	32.3	45.7	45.4	46.9	50.4	56.8	61.7
Private Campground	40.5	74.7	76.6	76.5	78.3	87.6	89.3
Public Campground	2.3	2.6	2.6	2.6	2.7	2.8	2.9
Private Home	38.6	57.9	57.6	59.6	61.9	64.8	69.0
Vacation Home	9.6	11.7	12.3	12.6	12.9	13.6	14.5
Day Travel	27.4	43.3	41.2	41.9	43.2	46.4	48.2
Spending at Destination	150.7	235.9	235.7	240.0	249.4	272.0	285.6
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	22.4	35.2	36.0	36.4	37.4	42.0	44.5
Food & Beverage Services	44.0	66.9	66.9	69.9	72.7	79.2	83.5
Food Stores	13.9	24.0	24.7	25.3	26.2	28.8	29.0
Ground Tran. & Motor Fuel	12.5	19.0	17.7	16.4	20.2	24.1	29.1
Arts, Entertainment & Recreation	26.0	40.4	40.2	41.2	42.5	45.3	46.3
Retail Sales	31.9	50.5	50.3	50.3	50.1	52.2	53.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.6	0.3	0.4	0.0
Spending at Destination	150.7	235.9	235.7	240.0	249.4	272.0	285.6
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	23.1	37.1	37.1	39.6	42.4	46.7	48.9
Arts, Entertainment & Recreation	11.4	17.7	17.6	18.0	18.6	19.8	20.5
Retail**	6.2	9.6	10.3	10.5	10.8	11.5	11.6
Auto Rental & Ground Tran.	0.1	0.3	0.3	0.3	0.3	0.3	0.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.5	0.3	0.4	0.0
Other Travel*	1.0	1.2	1.2	0.7	0.8	0.8	0.1
Total Direct Earnings	41.9	65.8	66.5	69.7	73.3	79.4	81.5
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,810	2,270	2,170	2,210	2,320	2,620	2,600
Arts, Entertainment & Recreation	1,190	1,440	1,360	1,260	1,290	1,390	1,440
Retail**	420	480	490	480	480	510	510
Auto Rental & Ground Tran.	10	10	10	10	10	10	10
Air Transportation (visitor only)	0	0	0	10	10	10	0
Other Travel*	40	40	30	20	20	20	10
Total Direct Employment	3,460	4,240	4,060	4,000	4,140	4,560	4,570
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	2.2	3.5	3.4	3.5	3.8	3.9	4.1
State Tax Receipts	6.2	9.5	9.2	9.6	10.0	10.9	11.6
Total Direct Tax Receipts	8.4	13.0	12.6	13.1	13.7	14.8	15.7

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Inyo County
Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	107.9	150.0	148.3	155.3	162.2	170.8	177.1
Other Travel*	0.3	0.4	0.4	0.5	0.5	0.5	0.5
Total Direct Spending	108.2	150.3	148.7	155.7	162.7	171.3	177.6
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	54.0	79.0	77.4	83.9	89.0	94.5	98.8
Private Campground	17.4	24.4	25.0	24.9	25.5	26.7	27.3
Public Campground	14.2	17.8	18.2	18.1	18.7	19.5	20.1
Private Home	6.0	7.3	7.1	7.2	7.3	7.5	7.8
Vacation Home	2.5	3.1	3.2	3.2	3.2	3.3	3.4
Day Travel	13.7	18.5	17.5	18.0	18.6	19.3	19.7
Spending at Destination	107.9	150.0	148.3	155.3	162.2	170.8	177.1
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	24.5	35.6	35.7	38.2	39.5	41.6	43.4
Food & Beverage Services	29.6	39.5	39.0	42.0	43.9	46.3	47.6
Food Stores	9.2	12.3	12.7	13.0	13.5	14.0	13.9
Ground Tran. & Motor Fuel	8.1	12.2	11.4	10.5	13.0	15.6	18.9
Arts, Entertainment & Recreation	17.0	23.7	23.2	24.6	25.5	26.3	26.3
Retail Sales	19.5	26.6	26.3	26.9	26.9	27.0	26.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	107.9	150.0	148.3	155.3	162.2	170.8	177.1
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	16.4	23.6	23.1	25.5	27.2	28.6	29.2
Arts, Entertainment & Recreation	4.9	6.9	6.7	7.1	7.4	7.6	7.7
Retail**	4.2	5.4	5.8	6.0	6.2	6.3	6.3
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Total Direct Earnings	25.6	36.1	35.9	38.8	41.0	42.8	43.4
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,290	1,410	1,320	1,520	1,620	1,700	1,600
Arts, Entertainment & Recreation	700	740	690	750	630	590	580
Retail**	270	250	260	250	260	260	260
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	2,260	2,400	2,270	2,530	2,520	2,550	2,440
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	2.1	3.1	3.0	3.3	3.4	3.5	3.7
State Tax Receipts	3.3	4.6	4.4	4.6	4.9	5.2	5.4
Total Direct Tax Receipts	5.4	7.6	7.4	7.9	8.3	8.7	9.1

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Kern County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	669.5	877.7	871.9	865.1	908.8	974.5	1,064.0
Other Travel*	18.0	19.5	18.0	17.2	14.5	14.6	16.0
Total Direct Spending	687.5	897.2	889.9	882.3	923.3	989.1	1,080.0
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	194.2	239.0	245.9	241.6	252.0	269.4	307.2
Private Campground	110.2	147.0	148.8	146.7	155.6	169.6	177.7
Public Campground	10.3	13.3	13.4	13.2	14.1	15.2	16.1
Private Home	84.6	122.7	120.8	121.7	129.0	137.1	148.7
Vacation Home	76.5	95.6	99.6	100.2	103.3	110.6	118.2
Day Travel	193.6	260.0	243.4	241.7	254.7	272.7	296.0
Spending at Destination	669.5	877.7	871.9	865.1	908.8	974.5	1,064.0
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	113.4	140.5	146.8	145.7	146.6	156.0	169.9
Food & Beverage Services	155.3	192.4	193.1	199.6	204.4	215.4	229.9
Food Stores	39.4	52.1	53.5	54.7	56.5	59.7	60.6
Ground Tran. & Motor Fuel	120.4	183.8	171.0	158.7	194.7	232.9	281.2
Arts, Entertainment & Recreation	93.2	119.7	119.9	121.5	123.3	127.1	131.8
Retail Sales	138.8	180.5	179.1	176.9	174.3	175.8	181.4
Air Transportation (visitor only)	8.9	8.6	8.4	8.0	9.0	7.5	9.2
Spending at Destination	669.5	877.7	871.9	865.1	908.8	974.5	1,064.0
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	99.2	127.3	128.5	134.6	141.6	149.6	159.3
Arts, Entertainment & Recreation	44.7	57.4	57.5	58.3	59.1	61.0	63.8
Retail**	29.4	36.7	38.8	39.2	40.3	41.5	42.1
Auto Rental & Ground Tran.	1.4	2.9	2.8	2.9	3.0	3.2	3.3
Air Transportation (visitor only)	6.7	7.2	8.1	7.7	8.2	6.6	6.4
Other Travel*	13.0	15.3	15.7	15.2	12.3	12.8	11.1
Total Direct Earnings	194.4	246.8	251.3	257.8	264.6	274.7	286.1
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	6,860	7,280	7,000	7,060	7,180	7,240	7,490
Arts, Entertainment & Recreation	4,100	4,300	4,100	4,130	4,040	4,110	3,980
Retail**	1,670	1,660	1,660	1,640	1,700	1,710	1,670
Auto Rental & Ground Tran.	70	110	100	100	100	110	110
Air Transportation (visitor only)	190	180	180	150	160	130	130
Other Travel*	430	420	400	350	280	250	230
Total Direct Employment	13,300	13,960	13,440	13,430	13,470	13,540	13,610
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	9.1	13.2	13.4	13.3	12.8	12.8	14.0
State Tax Receipts	30.3	40.0	38.3	39.1	40.6	43.3	46.5
Total Direct Tax Receipts	39.4	53.1	51.7	52.4	53.4	56.1	60.5

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Kings County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	68.6	103.5	102.8	105.5	110.0	116.4	124.4
Other Travel*	1.1	1.5	1.5	1.9	2.0	1.9	2.0
Total Direct Spending	69.7	105.0	104.3	107.4	112.0	118.3	126.4
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	13.0	20.9	22.3	24.0	24.2	25.1	26.8
Private Campground	0.9	1.5	1.5	1.5	1.6	1.6	1.7
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	39.8	59.0	58.1	58.9	62.1	66.3	70.9
Vacation Home	0.9	1.1	1.2	1.2	1.3	1.3	1.4
Day Travel	14.0	20.9	19.6	19.9	20.9	22.1	23.6
Spending at Destination	68.6	103.5	102.8	105.5	110.0	116.4	124.4
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	4.3	7.0	7.7	8.4	8.2	8.3	8.8
Food & Beverage Services	20.3	29.6	29.7	31.5	32.3	33.9	35.8
Food Stores	4.8	7.4	7.5	7.7	8.1	8.5	8.8
Ground Tran. & Motor Fuel	11.3	17.2	16.0	14.8	18.2	21.8	26.3
Arts, Entertainment & Recreation	12.6	19.1	19.0	19.8	20.1	20.7	21.1
Retail Sales	15.3	23.2	23.0	23.3	23.0	23.2	23.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	68.6	103.5	102.8	105.5	110.0	116.4	124.4
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	10.8	16.8	17.0	18.7	19.8	20.6	21.6
Arts, Entertainment & Recreation	4.3	6.5	6.5	6.8	6.9	7.1	7.3
Retail**	3.2	4.5	4.8	4.9	5.0	5.2	5.2
Auto Rental & Ground Tran.	0.1	0.3	0.3	0.3	0.3	0.3	0.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.6	0.8	0.8	1.0	1.0	1.0	1.0
Total Direct Earnings	18.9	28.9	29.3	31.7	33.0	34.2	35.5
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	840	1,000	960	980	1,030	1,050	1,090
Arts, Entertainment & Recreation	550	630	590	650	590	650	620
Retail**	170	180	180	240	240	240	230
Auto Rental & Ground Tran.	10	10	10	10	10	10	10
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	30	20	20	30	30	30	30
Total Direct Employment	1,590	1,840	1,770	1,910	1,900	1,980	1,980
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.8	1.2	1.3	1.3	1.4	1.3	1.3
State Tax Receipts	3.3	4.8	4.6	4.8	5.0	5.3	5.6
Total Direct Tax Receipts	4.0	6.0	5.8	6.2	6.3	6.6	7.0

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Lake County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	91.2	126.6	133.8	136.1	138.2	144.2	150.8
Other Travel*	0.9	1.4	1.3	1.7	1.7	1.7	1.7
Total Direct Spending	92.2	128.0	135.1	137.7	139.9	145.9	152.5
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	17.3	31.9	37.8	39.4	40.0	42.1	44.8
Private Campground	14.5	17.5	17.9	17.9	18.3	19.0	19.4
Public Campground	2.4	3.0	3.0	3.0	3.1	3.2	3.3
Private Home	17.1	23.4	23.7	23.9	24.4	25.3	26.5
Vacation Home	25.1	30.7	31.5	31.6	31.9	33.4	34.9
Day Travel	14.9	20.2	19.9	20.2	20.5	21.2	21.9
Spending at Destination	91.2	126.6	133.8	136.1	138.2	144.2	150.8
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	17.9	25.7	28.3	28.7	28.7	30.4	32.2
Food & Beverage Services	26.1	35.3	37.5	39.1	39.9	41.7	43.8
Food Stores	6.7	8.8	9.2	9.4	9.7	10.2	10.2
Ground Tran. & Motor Fuel	4.5	6.7	6.3	5.8	7.1	8.6	10.4
Arts, Entertainment & Recreation	16.8	23.5	24.8	25.4	25.7	26.3	26.8
Retail Sales	19.2	26.5	27.7	27.6	27.0	27.0	27.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	91.2	126.6	133.8	136.1	138.2	144.2	150.8
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	17.5	25.6	27.4	29.3	30.6	32.1	33.5
Arts, Entertainment & Recreation	6.1	8.6	9.1	9.3	9.4	9.6	9.9
Retail**	3.6	4.7	5.2	5.3	5.4	5.4	5.5
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.5	0.7	0.7	0.9	0.9	0.9	0.9
Total Direct Earnings	27.8	39.5	42.4	44.7	46.3	48.0	49.7
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,220	1,500	1,530	1,510	1,600	1,630	1,660
Arts, Entertainment & Recreation	500	580	590	1,020	1,040	900	980
Retail**	210	220	240	230	220	220	220
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	20	20	20	30	20	20	20
Total Direct Employment	1,950	2,330	2,370	2,790	2,880	2,770	2,870
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.1	1.7	2.0	2.0	2.0	2.0	2.1
State Tax Receipts	3.4	4.7	4.7	5.0	5.0	5.3	5.6
Total Direct Tax Receipts	4.4	6.4	6.7	7.0	7.1	7.3	7.7

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Lassen County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	37.7	51.1	53.5	54.5	55.4	56.9	59.1
Other Travel*	0.3	0.5	0.5	0.6	0.0	0.0	0.0
Total Direct Spending	38.0	51.6	54.0	55.1	55.4	56.9	59.1
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	11.6	15.4	18.1	18.8	18.7	18.8	19.2
Private Campground	2.9	4.1	4.2	4.1	4.3	4.3	4.5
Public Campground	2.0	2.5	2.6	2.5	2.7	2.8	3.0
Private Home	9.9	14.4	14.0	14.1	14.6	15.3	16.1
Vacation Home	4.8	5.9	6.2	6.3	6.3	6.6	7.0
Day Travel	6.4	8.7	8.5	8.6	8.8	9.0	9.3
Spending at Destination	37.7	51.1	53.5	54.5	55.4	56.9	59.1
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	6.2	8.1	9.2	9.4	9.3	9.4	9.7
Food & Beverage Services	10.7	14.0	14.8	15.5	15.7	16.0	16.4
Food Stores	2.6	3.6	3.7	3.8	3.9	4.0	4.0
Ground Tran. & Motor Fuel	3.8	5.7	5.3	4.9	6.1	7.3	8.8
Arts, Entertainment & Recreation	6.7	9.1	9.6	9.9	9.9	9.8	9.8
Retail Sales	7.7	10.5	10.9	10.9	10.6	10.4	10.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	37.7	51.1	53.5	54.5	55.4	56.9	59.1
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	6.5	8.9	9.6	10.3	10.6	10.8	10.9
Arts, Entertainment & Recreation	5.8	7.9	8.3	8.5	8.5	8.5	8.5
Retail**	1.7	2.2	2.4	2.4	2.4	2.5	2.4
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.3	0.2	0.3	0.0	0.0	0.0
Total Direct Earnings	14.1	19.2	20.5	21.5	21.5	21.7	21.9
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	490	570	580	540	540	520	520
Arts, Entertainment & Recreation	870	990	990	980	940	910	830
Retail**	100	110	110	120	110	110	100
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	0	0	0
Total Direct Employment	1,470	1,680	1,700	1,640	1,580	1,540	1,440
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.5	0.7	0.8	0.8	0.8	0.8	0.8
State Tax Receipts	1.5	2.1	2.1	2.2	2.2	2.3	2.4
Total Direct Tax Receipts	2.0	2.8	2.8	3.0	3.0	3.1	3.2

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Los Angeles County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	10,294	15,139	14,542	14,417	15,133	16,404	17,918
Other Travel*	3,007	3,119	2,936	2,824	2,805	2,892	3,183
Total Direct Spending	13,301	18,258	17,478	17,240	17,938	19,296	21,101
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	4,993	7,904	7,724	7,627	8,090	8,943	9,906
Private Campground	99	140	143	141	149	169	177
Public Campground	8	15	15	15	16	17	18
Private Home	2,177	2,692	2,612	2,588	2,603	2,710	2,922
Vacation Home	110	137	152	151	155	162	170
Day Travel	2,907	4,251	3,897	3,893	4,121	4,404	4,725
Spending at Destination	10,294	15,139	14,542	14,417	15,133	16,404	17,918
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	1,270	2,141	2,071	2,022	2,110	2,380	2,651
Food & Beverage Services	2,056	2,974	2,895	2,993	3,156	3,396	3,620
Food Stores	249	369	363	371	391	420	433
Ground Tran. & Motor Fuel	1,851	3,044	2,863	2,756	3,188	3,640	4,241
Arts, Entertainment & Recreation	1,591	2,389	2,321	2,352	2,456	2,584	2,666
Retail Sales	1,784	2,641	2,553	2,520	2,545	2,612	2,692
Air Transportation (visitor only)	1,492	1,580	1,476	1,402	1,288	1,372	1,616
Spending at Destination	10,294	15,139	14,542	14,417	15,133	16,404	17,918
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	1,332	2,128	2,037	2,112	2,279	2,494	2,652
Arts, Entertainment & Recreation	966	1,450	1,409	1,410	1,488	1,566	1,632
Retail**	327	443	462	462	481	500	509
Auto Rental & Ground Tran.	86	173	167	174	178	187	201
Air Transportation (visitor only)	501	592	628	604	523	536	500
Other Travel*	1,083	1,252	1,301	1,261	1,200	1,199	1,102
Total Direct Earnings	4,296	6,038	6,004	6,023	6,148	6,481	6,596
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	69.4	85.9	78.7	78.1	83.6	88.0	91.2
Arts, Entertainment & Recreation	22.6	26.3	24.4	23.0	23.5	22.6	24.4
Retail**	16.9	17.2	17.0	16.1	16.6	16.7	16.8
Auto Rental & Ground Tran.	4.0	6.2	5.7	5.6	5.6	5.5	5.7
Air Transportation (visitor only)	9.6	9.9	9.5	8.2	7.1	7.1	7.0
Other Travel*	25.2	23.8	22.8	20.3	18.9	18.6	17.9
Total Direct Employment	147.6	169.4	158.0	151.3	155.4	158.5	162.9
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	228	385	372	365	384	411	449
State Tax Receipts	458	676	637	648	679	733	788
Total Direct Tax Receipts	686	1,061	1,008	1,014	1,063	1,144	1,237

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Madera County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	106.2	161.3	164.2	166.5	173.5	184.0	193.9
Other Travel*	1.2	1.7	1.6	2.1	2.3	2.2	2.2
Total Direct Spending	107.4	163.0	165.8	168.7	175.7	186.1	196.1
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	33.7	56.2	58.2	60.0	63.4	67.5	72.1
Private Campground	29.0	42.8	43.7	43.5	44.8	47.5	48.9
Public Campground	5.9	7.2	7.4	7.3	7.6	8.0	8.3
Private Home	12.2	19.5	19.4	19.8	20.6	21.8	23.4
Vacation Home	9.3	11.4	12.3	12.5	12.8	13.6	14.6
Day Travel	16.1	24.2	23.2	23.5	24.3	25.5	26.6
Spending at Destination	106.2	161.3	164.2	166.5	173.5	184.0	193.9
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	22.0	34.1	35.3	36.0	36.9	39.4	42.4
Food & Beverage Services	26.9	39.9	40.9	42.8	44.4	46.8	48.6
Food Stores	9.5	14.2	14.7	15.1	15.6	16.4	16.4
Ground Tran. & Motor Fuel	11.4	17.3	16.1	14.9	18.4	22.0	26.6
Arts, Entertainment & Recreation	14.7	22.7	23.3	23.9	24.6	25.4	25.7
Retail Sales	21.6	33.2	33.8	33.7	33.6	33.9	34.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	106.2	161.3	164.2	166.5	173.5	184.0	193.9
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	21.8	34.6	35.2	37.4	39.7	42.0	43.7
Arts, Entertainment & Recreation	8.2	12.7	13.1	13.4	13.8	14.3	14.5
Retail**	5.2	7.5	8.2	8.3	8.6	8.8	8.9
Auto Rental & Ground Tran.	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.6	0.9	0.8	1.1	1.2	1.1	1.2
Total Direct Earnings	36.0	55.9	57.5	60.5	63.4	66.4	68.5
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,310	1,660	1,620	1,590	1,690	1,770	1,750
Arts, Entertainment & Recreation	900	1,110	1,080	1,080	1,070	1,000	980
Retail**	300	330	340	330	320	320	320
Auto Rental & Ground Tran.	0	10	10	10	10	10	10
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	30	30	20	30	30	30	30
Total Direct Employment	2,540	3,130	3,070	3,050	3,130	3,130	3,090
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.7	2.9	3.0	3.1	3.4	3.5	3.6
State Tax Receipts	4.4	6.5	6.4	6.7	6.9	7.4	7.8
Total Direct Tax Receipts	6.0	9.5	9.4	9.7	10.4	10.9	11.4

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Marin County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	276.3	514.8	495.4	505.7	507.0	574.8	593.7
Other Travel*	26.1	36.1	34.4	21.1	21.7	21.9	19.0
Total Direct Spending	302.4	550.8	529.7	526.8	528.7	596.6	612.7
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	104.9	238.1	227.9	237.2	231.8	300.3	308.0
Private Campground	5.1	37.3	38.2	37.6	39.8	27.8	29.3
Public Campground	4.3	3.6	3.7	3.6	3.9	4.1	4.4
Private Home	64.9	81.1	79.3	79.8	82.0	84.5	88.5
Vacation Home	20.9	25.3	27.0	27.0	27.2	28.2	29.5
Day Travel	76.2	129.4	119.3	120.5	122.3	129.8	134.1
Spending at Destination	276.3	514.8	495.4	505.7	507.0	574.8	593.7
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	42.8	97.0	91.5	95.5	92.8	115.0	121.5
Food & Beverage Services	71.0	129.6	126.0	132.4	131.5	148.4	150.2
Food Stores	11.0	22.2	22.2	22.8	23.2	22.9	22.7
Ground Tran. & Motor Fuel	36.0	54.9	51.0	47.3	58.1	69.6	84.1
Arts, Entertainment & Recreation	50.0	92.1	89.3	92.1	90.6	100.8	98.9
Retail Sales	65.6	119.1	115.4	115.6	110.7	118.0	116.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	276.3	514.8	495.4	505.7	507.0	574.8	593.7
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	54.6	114.3	108.1	116.4	117.6	140.1	141.3
Arts, Entertainment & Recreation	30.1	55.4	53.7	55.4	54.5	60.6	60.1
Retail**	11.3	18.6	19.6	19.8	19.7	20.7	20.3
Auto Rental & Ground Tran.	0.3	0.7	0.7	0.7	0.7	0.8	0.8
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	14.4	19.9	19.4	12.5	12.6	12.6	9.8
Total Direct Earnings	110.7	208.9	201.5	204.8	205.1	234.8	232.4
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,070	3,430	3,110	3,240	3,330	3,790	3,760
Arts, Entertainment & Recreation	1,290	1,900	1,760	1,810	1,700	1,890	1,880
Retail**	490	620	610	600	610	640	610
Auto Rental & Ground Tran.	20	30	20	20	30	30	30
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	530	500	470	310	280	270	210
Total Direct Employment	4,390	6,470	5,970	5,980	5,950	6,620	6,480
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	4.8	10.3	9.6	10.0	10.1	7.8	9.0
State Tax Receipts	12.3	21.4	20.1	20.8	20.9	23.3	23.9
Total Direct Tax Receipts	17.1	31.6	29.7	30.8	30.9	31.0	32.9

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Mariposa County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	184.1	241.1	260.2	269.0	276.5	288.3	290.8
Other Travel*	0.3	0.4	0.4	0.5	0.5	0.5	0.5
Total Direct Spending	184.4	241.5	260.6	269.5	277.0	288.8	291.3
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	147.7	193.2	211.1	219.0	225.6	235.8	238.0
Private Campground	4.4	6.6	6.8	6.8	6.9	7.1	7.1
Public Campground	3.3	4.0	4.2	4.2	4.2	4.4	4.4
Private Home	4.7	6.6	6.5	6.6	6.7	6.9	7.2
Vacation Home	6.5	8.0	8.4	8.5	8.6	9.0	9.3
Day Travel	17.5	22.8	23.3	24.0	24.4	25.2	24.8
Spending at Destination	184.1	241.1	260.2	269.0	276.5	288.3	290.8
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	55.9	75.5	81.1	84.2	87.2	92.0	97.1
Food & Beverage Services	55.1	69.3	75.4	79.3	82.0	86.2	86.2
Food Stores	5.7	7.7	8.3	8.5	8.8	9.3	9.1
Ground Tran. & Motor Fuel	1.8	2.7	2.5	2.3	2.9	3.5	4.2
Arts, Entertainment & Recreation	34.0	44.3	48.2	49.7	50.9	52.4	50.7
Retail Sales	31.7	41.5	44.8	44.9	44.6	44.9	43.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	184.1	241.1	260.2	269.0	276.5	288.3	290.8
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	31.1	41.9	44.6	47.6	50.4	53.1	53.1
Arts, Entertainment & Recreation	8.5	11.1	12.0	12.4	12.7	13.1	12.8
Retail**	7.2	8.8	10.3	10.5	10.5	10.7	10.4
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.2	0.3	0.2	0.2
Total Direct Earnings	46.8	62.0	67.1	70.7	73.9	77.1	76.6
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,600	2,710	2,760	2,840	3,020	3,070	3,010
Arts, Entertainment & Recreation	760	760	790	770	730	720	700
Retail**	470	430	480	470	500	510	480
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	3,840	3,910	4,040	4,090	4,260	4,300	4,200
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	5.2	7.7	8.3	8.6	8.8	8.9	9.4
State Tax Receipts	4.5	6.0	6.3	6.7	6.9	7.3	7.3
Total Direct Tax Receipts	9.8	13.6	14.5	15.3	15.7	16.2	16.7

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Mendocino County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	207.8	285.5	285.6	293.8	293.4	298.9	306.6
Other Travel*	0.4	0.6	0.6	0.6	0.6	0.6	0.6
Total Direct Spending	208.2	286.1	286.2	294.4	294.0	299.5	307.2
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	116.4	168.0	169.6	176.5	173.8	176.0	179.7
Private Campground	14.5	18.0	18.4	18.4	18.9	19.1	19.7
Public Campground	10.1	12.2	12.5	12.4	12.9	13.6	14.1
Private Home	27.2	35.3	34.7	35.1	36.1	37.6	39.3
Vacation Home	9.2	11.3	11.9	12.0	12.2	12.7	13.2
Day Travel	30.4	40.7	38.6	39.4	39.4	39.9	40.7
Spending at Destination	207.8	285.5	285.6	293.8	293.4	298.9	306.6
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	46.3	65.6	66.8	69.5	68.0	68.9	70.9
Food & Beverage Services	59.8	79.3	79.5	84.0	83.5	84.7	86.1
Food Stores	11.5	15.1	15.4	15.9	16.2	16.6	16.5
Ground Tran. & Motor Fuel	14.5	21.9	20.4	18.8	23.2	27.9	33.8
Arts, Entertainment & Recreation	36.7	50.7	50.7	52.5	51.7	51.3	50.5
Retail Sales	38.9	52.9	52.8	53.1	50.9	49.6	48.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	207.8	285.5	285.6	293.8	293.4	298.9	306.6
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	50.1	71.2	70.9	76.3	77.3	78.4	78.6
Arts, Entertainment & Recreation	15.6	21.5	21.5	22.3	21.9	21.8	21.6
Retail**	7.6	9.8	10.5	10.7	10.6	10.6	10.5
Auto Rental & Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.3	0.3	0.3	0.3	0.3	0.3
Total Direct Earnings	73.6	102.9	103.3	109.6	110.3	111.1	111.1
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,940	3,280	3,120	3,200	3,220	3,150	3,130
Arts, Entertainment & Recreation	1,940	2,090	1,990	1,550	2,030	1,970	1,950
Retail**	440	430	440	430	430	400	390
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	20	20	20	20	20	20	20
Total Direct Employment	5,350	5,820	5,560	5,200	5,700	5,550	5,490
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	4.7	6.8	6.8	7.1	6.9	6.8	7.0
State Tax Receipts	7.7	10.6	10.2	10.8	10.8	11.1	11.5
Total Direct Tax Receipts	12.4	17.3	17.0	17.9	17.7	17.9	18.5

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

**Merced County
Travel Impacts, 1992-2005**

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	111.5	148.4	146.6	145.6	155.6	165.3	181.2
Other Travel*	3.4	4.3	4.1	4.9	5.0	4.9	5.2
Total Direct Spending	114.9	152.7	150.7	150.4	160.7	170.2	186.5
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	41.0	51.6	51.3	51.2	53.7	53.5	57.4
Private Campground	5.0	9.0	9.0	8.8	9.6	9.5	10.3
Public Campground	7.6	6.6	6.6	6.4	7.0	7.9	8.6
Private Home	29.7	43.5	43.1	43.0	46.5	52.0	58.2
Vacation Home	8.9	11.3	12.0	12.1	12.6	13.9	15.2
Day Travel	19.2	26.2	24.5	24.2	26.2	28.4	31.5
Spending at Destination	111.5	148.4	146.6	145.6	155.6	165.3	181.2
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	16.6	20.7	21.3	21.5	21.6	21.3	22.7
Food & Beverage Services	24.3	30.0	30.3	31.7	32.4	33.0	34.4
Food Stores	5.8	7.5	7.7	7.9	8.2	8.4	8.6
Ground Tran. & Motor Fuel	29.9	45.2	42.0	38.7	47.9	57.6	69.9
Arts, Entertainment & Recreation	14.2	18.3	18.4	18.9	19.1	19.1	19.3
Retail Sales	20.6	26.8	26.9	26.8	26.4	26.0	26.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	111.5	148.4	146.6	145.6	155.6	165.3	181.2
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	16.4	21.2	21.3	22.6	23.7	23.7	24.6
Arts, Entertainment & Recreation	7.1	9.1	9.2	9.5	9.6	9.5	9.7
Retail**	5.2	6.4	6.8	6.9	7.2	7.3	7.3
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	2.1	2.7	2.7	3.1	3.1	3.0	3.0
Total Direct Earnings	30.8	39.5	40.0	42.0	43.5	43.6	44.6
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,190	1,250	1,200	1,220	1,220	1,210	1,220
Arts, Entertainment & Recreation	760	780	750	720	720	800	810
Retail**	300	300	300	300	310	310	300
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	80	70	70	80	70	70	70
Total Direct Employment	2,320	2,400	2,310	2,320	2,320	2,380	2,400
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.7	2.4	2.4	2.4	2.4	2.2	2.4
State Tax Receipts	5.7	7.6	7.3	7.4	7.8	8.2	8.8
Total Direct Tax Receipts	7.5	10.0	9.6	9.8	10.1	10.4	11.1

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Modoc County **Travel Impacts, 1992-2005**

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	13.3	17.2	17.7	17.8	18.7	19.8	20.9
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	13.3	17.2	17.7	17.8	18.7	19.8	20.9
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	4.1	5.5	6.4	6.6	7.0	7.4	7.7
Private Campground	2.3	2.9	2.9	2.9	3.1	3.2	3.5
Public Campground	0.6	0.8	0.8	0.7	0.8	0.9	0.9
Private Home	3.7	4.6	4.3	4.3	4.5	4.7	5.1
Vacation Home	1.1	1.4	1.4	1.4	1.4	1.5	1.6
Day Travel	1.5	1.9	1.9	1.9	1.9	2.0	2.1
Spending at Destination	13.3	17.2	17.7	17.8	18.7	19.8	20.9
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	2.0	2.6	2.9	3.0	3.0	3.1	3.1
Food & Beverage Services	3.4	4.0	4.3	4.4	4.5	4.7	4.7
Food Stores	0.9	1.2	1.2	1.2	1.3	1.3	1.3
Ground Tran. & Motor Fuel	2.7	4.0	3.7	3.4	4.3	5.1	6.2
Arts, Entertainment & Recreation	2.0	2.5	2.6	2.7	2.7	2.7	2.7
Retail Sales	2.3	2.9	3.0	3.0	2.9	2.9	2.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	13.3	17.2	17.7	17.8	18.7	19.8	20.9
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	2.8	3.6	3.9	4.2	4.4	4.5	4.5
Arts, Entertainment & Recreation	0.5	0.6	0.7	0.7	0.7	0.7	0.7
Retail**	0.8	1.0	1.0	1.0	1.1	1.1	1.1
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	4.1	5.2	5.6	5.9	6.1	6.3	6.3
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	190	190	200	200	210	210	190
Arts, Entertainment & Recreation	50	50	50	50	40	40	40
Retail**	50	50	50	50	50	50	50
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	290	290	300	300	300	300	280
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.2	0.2	0.3	0.3	0.3	0.3	0.3
State Tax Receipts	0.6	0.8	0.8	0.8	0.8	0.9	0.9
Total Direct Tax Receipts	0.8	1.0	1.0	1.1	1.1	1.1	1.2

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail inclues gasoline.

Mono County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	197.2	292.1	317.3	327.6	354.3	395.4	419.6
Other Travel*	0.3	0.5	0.5	0.6	0.6	0.6	0.6
Total Direct Spending	197.6	292.6	317.8	328.2	354.9	396.0	420.2
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	132.9	208.9	231.4	239.9	264.3	298.9	320.2
Private Campground	9.5	11.0	11.3	11.3	11.4	12.8	12.8
Public Campground	6.0	7.4	7.6	7.6	7.7	7.9	7.9
Private Home	3.3	5.0	4.9	5.0	5.2	5.4	5.6
Vacation Home	26.0	31.8	33.3	34.0	34.0	35.7	37.2
Day Travel	19.5	28.0	28.9	29.6	31.6	34.8	35.9
Spending at Destination	197.2	292.1	317.3	327.6	354.3	395.4	419.6
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	58.7	90.8	98.4	101.9	111.1	126.0	139.9
Food & Beverage Services	57.2	81.9	89.8	94.5	103.1	116.2	122.3
Food Stores	7.5	10.4	11.1	11.4	12.2	13.5	13.6
Ground Tran. & Motor Fuel	3.3	5.0	4.6	4.3	5.3	6.3	7.7
Arts, Entertainment & Recreation	35.9	53.3	58.3	60.2	65.0	71.6	73.0
Retail Sales	34.5	50.6	55.0	55.3	57.6	61.9	63.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	197.2	292.1	317.3	327.6	354.3	395.4	419.6
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	36.2	56.3	60.6	64.7	71.7	81.1	85.7
Arts, Entertainment & Recreation	14.4	21.4	23.4	24.2	26.1	28.8	29.6
Retail**	6.1	8.2	9.7	9.8	10.4	11.2	11.4
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.3	0.2	0.3	0.3	0.3	0.3
Total Direct Earnings	56.9	86.3	94.0	99.0	108.5	121.4	127.1
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,180	2,890	2,970	3,110	3,250	3,080	3,380
Arts, Entertainment & Recreation	1,190	1,500	1,570	1,690	1,810	1,970	1,840
Retail**	330	360	410	380	400	420	410
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	3,710	4,760	4,950	5,190	5,470	5,480	5,640
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	4.7	7.7	8.4	8.7	11.5	12.9	14.3
State Tax Receipts	4.9	7.3	7.7	8.2	8.8	10.0	10.5
Total Direct Tax Receipts	9.6	15.0	16.1	16.9	20.4	22.9	24.8

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Monterey County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	1,162	1,856	1,827	1,819	1,833	1,884	1,936
Other Travel*	24	31	30	15	11	12	12
Total Direct Spending	1,186	1,887	1,857	1,835	1,844	1,896	1,949
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	743	1,257	1,248	1,239	1,247	1,284	1,322
Private Campground	10	12	12	12	13	13	13
Public Campground	14	15	15	15	16	17	17
Private Home	84	111	109	111	113	116	120
Vacation Home	36	44	48	48	49	50	52
Day Travel	275	418	394	394	396	405	412
Spending at Destination	1,162	1,856	1,827	1,819	1,833	1,884	1,936
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	260	460	444	436	437	447	470
Food & Beverage Services	327	499	498	510	518	539	553
Food Stores	33	50	50	51	52	54	54
Ground Tran. & Motor Fuel	46	70	65	60	74	88	106
Arts, Entertainment & Recreation	188	299	298	300	301	306	304
Retail Sales	300	470	465	456	445	443	440
Air Transportation (visitor only)	8	8	7	7	7	7	9
Spending at Destination	1,162	1,856	1,827	1,819	1,833	1,884	1,936
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	225	384	371	382	394	407	413
Arts, Entertainment & Recreation	197	314	312	314	315	321	322
Retail**	45	65	70	69	69	69	69
Auto Rental & Ground Tran.	1	1	1	1	1	1	1
Air Transportation (visitor only)	6	7	7	6	6	6	6
Other Travel*	14	18	19	11	8	9	8
Total Direct Earnings	489	789	780	784	794	813	819
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	11.6	15.7	14.6	14.2	14.7	14.9	14.8
Arts, Entertainment & Recreation	5.0	6.3	6.0	5.3	4.9	5.0	5.1
Retail**	2.2	2.5	2.5	2.4	2.4	2.3	2.3
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.3	0.3	0.3	0.2	0.2	0.2	0.2
Other Travel*	0.4	0.4	0.4	0.3	0.3	0.3	0.3
Total Direct Employment	19.5	25.2	23.8	22.6	22.4	22.7	22.7
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	29	51	50	49	50	49	51
State Tax Receipts	44	69	67	69	69	72	74
Total Direct Tax Receipts	74	121	116	117	119	121	125

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Napa County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	356.5	628.5	642.1	659.0	662.6	732.6	823.8
Other Travel*	4.5	5.2	4.9	4.4	3.8	3.5	3.9
Total Direct Spending	361.1	633.7	647.0	663.4	666.5	736.2	827.7
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	201.9	387.3	404.0	416.4	418.2	468.2	536.1
Private Campground	15.6	19.1	19.6	19.6	20.0	22.5	22.6
Public Campground	1.4	1.6	1.7	1.7	1.7	1.8	1.8
Private Home	14.7	19.5	19.6	20.1	20.8	21.4	22.2
Vacation Home	13.2	16.0	17.2	17.5	18.0	18.6	19.4
Day Travel	109.8	185.0	180.0	183.6	183.9	200.2	221.8
Spending at Destination	356.5	628.5	642.1	659.0	662.6	732.6	823.8
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	73.4	139.8	140.6	146.1	147.2	167.9	191.7
Food & Beverage Services	90.4	153.6	159.5	167.3	169.2	188.3	214.6
Food Stores	11.7	19.1	19.7	20.4	20.8	23.2	25.0
Ground Tran. & Motor Fuel	15.5	24.1	22.5	21.0	25.5	30.3	36.3
Arts, Entertainment & Recreation	77.5	137.3	141.2	145.2	145.4	158.4	174.8
Retail Sales	88.1	154.7	158.7	158.9	154.4	164.5	181.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	356.5	628.5	642.1	659.0	662.6	732.6	823.8
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	60.9	113.2	114.1	121.8	126.2	141.9	158.7
Arts, Entertainment & Recreation	32.2	57.0	58.7	60.4	60.4	65.8	73.4
Retail**	13.5	21.4	24.0	24.2	23.9	25.6	28.0
Auto Rental & Ground Tran.	0.5	0.9	0.9	0.9	1.0	1.0	1.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	3.1	3.7	3.8	3.5	3.0	2.8	2.6
Total Direct Earnings	110.2	196.2	201.4	210.8	214.5	237.2	263.7
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	3,310	4,420	4,270	4,470	4,540	4,880	5,200
Arts, Entertainment & Recreation	1,890	2,390	2,340	3,420	3,510	3,950	4,000
Retail**	740	800	850	870	860	890	940
Auto Rental & Ground Tran.	20	40	30	30	30	30	40
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	80	80	80	60	50	40	40
Total Direct Employment	6,040	7,730	7,580	8,860	8,980	9,790	10,210
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	8.3	18.8	19.0	19.6	19.1	21.0	23.7
State Tax Receipts	13.1	22.5	22.4	23.6	23.7	26.3	29.8
Total Direct Tax Receipts	21.4	41.3	41.4	43.2	42.8	47.3	53.5

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Nevada County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	155.7	216.0	220.9	224.9	230.5	239.1	254.2
Other Travel*	0.6	0.9	0.9	0.6	0.3	0.0	0.0
Total Direct Spending	156.3	217.0	221.8	225.5	230.7	239.1	254.2
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	33.4	61.2	63.9	66.4	67.1	69.0	76.5
Private Campground	35.0	39.9	40.6	40.4	41.8	42.9	44.2
Public Campground	6.0	7.4	7.5	7.5	7.8	8.3	8.6
Private Home	27.5	38.4	38.2	38.9	40.4	42.4	44.8
Vacation Home	27.5	33.8	36.7	37.2	38.0	40.0	42.1
Day Travel	26.3	35.2	34.0	34.5	35.4	36.4	38.1
Spending at Destination	155.7	216.0	220.9	224.9	230.5	239.1	254.2
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	28.0	40.4	42.8	43.7	43.5	45.1	48.6
Food & Beverage Services	43.0	57.9	59.4	62.4	63.7	65.6	69.4
Food Stores	12.7	16.3	16.8	17.3	17.8	18.3	18.5
Ground Tran. & Motor Fuel	14.2	21.4	19.9	18.4	22.7	27.3	33.2
Arts, Entertainment & Recreation	26.5	37.2	38.2	39.3	39.8	40.2	41.2
Retail Sales	31.3	42.8	43.7	43.8	43.0	42.5	43.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	155.7	216.0	220.9	224.9	230.5	239.1	254.2
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	30.8	44.6	45.9	49.2	51.3	52.8	55.7
Arts, Entertainment & Recreation	8.7	12.2	12.6	12.9	13.1	13.2	13.7
Retail**	6.9	8.9	9.7	9.9	10.0	10.1	10.2
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.5	0.5	0.3	0.1	0.0	0.0
Total Direct Earnings	46.7	66.2	68.6	72.3	74.5	76.2	79.7
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,850	2,160	2,110	2,130	2,150	2,070	2,030
Arts, Entertainment & Recreation	680	770	750	700	780	780	800
Retail**	350	350	360	380	390	360	360
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	30	30	20	20	10	0	0
Total Direct Employment	2,910	3,300	3,250	3,220	3,320	3,210	3,200
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.9	3.3	3.4	3.5	3.7	3.6	3.8
State Tax Receipts	6.2	8.5	8.4	8.8	9.0	9.4	10.0
Total Direct Tax Receipts	8.1	11.8	11.8	12.3	12.7	13.0	13.9

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Orange County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	4,217	6,232	6,146	6,194	6,681	7,154	7,833
Other Travel*	132	167	158	144	156	155	165
Total Direct Spending	4,349	6,399	6,304	6,338	6,837	7,309	7,999
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	2,189	3,372	3,414	3,429	3,772	4,093	4,584
Private Campground	82	92	93	92	95	104	106
Public Campground	10	14	14	14	14	15	15
Private Home	564	786	774	782	799	824	856
Vacation Home	88	108	116	117	120	125	130
Day Travel	1,283	1,860	1,735	1,760	1,881	1,993	2,141
Spending at Destination	4,217	6,232	6,146	6,194	6,681	7,154	7,833
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	680	1,050	1,081	1,062	1,151	1,256	1,438
Food & Beverage Services	1,035	1,456	1,437	1,502	1,620	1,735	1,887
Food Stores	114	164	163	168	180	192	201
Ground Tran. & Motor Fuel	513	832	781	747	873	1,005	1,179
Arts, Entertainment & Recreation	995	1,462	1,439	1,475	1,578	1,655	1,745
Retail Sales	835	1,222	1,201	1,198	1,239	1,269	1,335
Air Transportation (visitor only)	46	47	45	42	40	42	48
Spending at Destination	4,217	6,232	6,146	6,194	6,681	7,154	7,833
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	656	997	986	1,031	1,143	1,233	1,342
Arts, Entertainment & Recreation	456	670	659	676	723	758	808
Retail**	137	183	195	196	207	214	223
Auto Rental & Ground Tran.	20	40	39	41	42	44	47
Air Transportation (visitor only)	35	40	43	41	37	37	33
Other Travel*	80	103	102	95	98	97	95
Total Direct Earnings	1,384	2,034	2,025	2,080	2,250	2,383	2,548
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	34.9	43.6	41.1	41.5	44.7	46.6	49.0
Arts, Entertainment & Recreation	21.8	26.2	24.6	24.6	24.1	25.0	25.7
Retail**	6.1	6.5	6.6	6.5	6.9	7.1	7.2
Auto Rental & Ground Tran.	0.9	1.5	1.3	1.3	1.3	1.3	1.3
Air Transportation (visitor only)	1.0	1.0	0.9	0.8	0.7	0.7	0.7
Other Travel*	2.9	2.8	2.6	2.4	2.5	2.4	2.4
Total Direct Employment	67.6	81.6	77.1	77.2	80.3	83.1	86.3
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	94.5	153.1	156.4	154.8	168.4	176.4	197.5
State Tax Receipts	170.2	249.3	237.2	246.4	263.2	282.7	308.1
Total Direct Tax Receipts	264.6	402.5	393.6	401.1	431.5	459.0	505.6

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

**Placer County
Travel Impacts, 1992-2005**

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	344.2	557.6	564.2	581.9	602.3	643.8	675.6
Other Travel*	3.7	5.4	5.1	4.6	3.9	0.0	0.0
Total Direct Spending	347.9	563.0	569.4	586.5	606.2	643.8	675.6
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	157.2	291.2	294.9	303.1	306.8	328.5	341.6
Private Campground	15.5	18.8	19.0	18.8	19.6	20.9	21.7
Public Campground	14.2	16.7	16.9	16.6	17.5	18.5	19.3
Private Home	52.7	85.4	88.6	93.1	99.9	106.5	113.8
Vacation Home	52.8	64.5	66.5	69.8	74.5	80.2	85.4
Day Travel	51.9	81.1	78.4	80.6	84.0	89.3	93.8
Spending at Destination	344.2	557.6	564.2	581.9	602.3	643.8	675.6
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	69.1	119.2	120.3	124.8	126.1	135.4	141.6
Food & Beverage Services	87.5	139.1	142.5	151.5	155.9	166.4	173.4
Food Stores	15.9	23.6	24.5	25.7	26.8	28.6	29.0
Ground Tran. & Motor Fuel	37.8	57.5	53.4	49.5	60.9	73.0	88.2
Arts, Entertainment & Recreation	70.6	113.8	116.7	122.0	125.0	130.7	132.3
Retail Sales	63.3	104.5	106.7	108.4	107.5	109.8	111.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	344.2	557.6	564.2	581.9	602.3	643.8	675.6
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	57.7	100.1	100.6	108.4	113.8	121.6	124.7
Arts, Entertainment & Recreation	29.6	47.7	48.9	51.1	52.4	54.8	56.0
Retail**	11.7	17.4	19.0	19.6	20.0	20.7	20.9
Auto Rental & Ground Tran.	0.3	0.6	0.6	0.6	0.6	0.7	0.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.9	2.8	2.6	2.4	2.0	0.0	0.0
Total Direct Earnings	101.3	168.6	171.7	182.0	188.8	197.8	202.3
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	3,700	4,870	4,680	4,920	5,010	5,250	5,040
Arts, Entertainment & Recreation	2,320	2,830	2,770	3,130	3,150	3,140	3,080
Retail**	590	640	660	670	680	660	670
Auto Rental & Ground Tran.	10	20	20	20	20	20	20
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	100	100	90	80	70	0	0
Total Direct Employment	6,730	8,460	8,220	8,820	8,930	9,070	8,820
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	5.5	11.5	11.6	12.0	11.6	11.8	12.2
State Tax Receipts	13.5	21.3	20.8	22.0	22.7	24.3	25.6
Total Direct Tax Receipts	19.0	32.8	32.4	34.0	34.3	36.1	37.8

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

**Plumas County
Travel Impacts, 1992-2005**

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	68.0	89.1	94.6	96.6	97.4	98.1	99.7
Other Travel*	0.4	0.6	0.5	0.7	0.7	0.7	0.7
Total Direct Spending	68.4	89.7	95.2	97.3	98.1	98.8	100.4
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	16.7	22.5	26.8	28.0	27.7	27.4	27.3
Private Campground	14.4	20.4	20.9	21.0	21.3	20.9	21.1
Public Campground	6.2	7.6	7.8	7.8	8.0	8.3	8.4
Private Home	6.4	8.2	8.1	8.2	8.4	8.7	9.1
Vacation Home	15.2	18.6	19.3	19.5	19.8	20.7	21.6
Day Travel	9.1	11.9	11.8	12.0	12.1	12.0	12.1
Spending at Destination	68.0	89.1	94.6	96.6	97.4	98.1	99.7
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	15.2	20.0	22.0	22.3	22.1	22.5	23.1
Food & Beverage Services	19.1	24.2	25.8	27.0	27.4	27.6	28.2
Food Stores	6.3	8.6	8.9	9.1	9.4	9.5	9.4
Ground Tran. & Motor Fuel	2.2	3.3	3.1	2.9	3.5	4.3	5.2
Arts, Entertainment & Recreation	11.5	15.1	16.1	16.5	16.6	16.5	16.3
Retail Sales	13.7	17.9	18.8	18.8	18.3	17.8	17.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	68.0	89.1	94.6	96.6	97.4	98.1	99.7
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	15.4	20.6	22.2	23.6	24.6	24.8	25.1
Arts, Entertainment & Recreation	3.5	4.6	4.8	5.0	5.0	5.0	5.0
Retail**	2.9	3.7	4.2	4.2	4.3	4.2	4.2
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.3	0.3	0.4	0.4	0.4	0.4
Total Direct Earnings	21.9	29.2	31.4	33.2	34.2	34.3	34.6
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,090	1,240	1,260	1,220	1,220	1,210	1,220
Arts, Entertainment & Recreation	210	230	230	240	240	240	220
Retail**	180	190	200	210	220	220	210
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	1,490	1,660	1,700	1,680	1,680	1,690	1,650
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.0	1.4	1.5	1.6	1.4	1.3	1.3
State Tax Receipts	2.4	3.1	3.2	3.4	3.4	3.5	3.6
Total Direct Tax Receipts	3.4	4.5	4.7	5.0	4.8	4.7	4.8

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Riverside County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	3,037	4,506	4,599	4,710	4,886	5,157	5,507
Other Travel*	19	23	22	20	21	19	20
Total Direct Spending	3,056	4,530	4,620	4,729	4,907	5,175	5,526
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	913	1,463	1,560	1,605	1,666	1,747	1,896
Private Campground	349	542	553	551	566	594	606
Public Campground	19	21	21	21	22	23	23
Private Home	346	521	533	551	574	613	658
Vacation Home	528	646	669	690	717	774	833
Day Travel	883	1,313	1,263	1,292	1,341	1,407	1,491
Spending at Destination	3,037	4,506	4,599	4,710	4,886	5,157	5,507
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	525	792	846	854	866	924	1,001
Food & Beverage Services	837	1,203	1,230	1,303	1,360	1,440	1,540
Food Stores	144	220	227	235	245	259	264
Ground Tran. & Motor Fuel	226	349	325	303	369	439	527
Arts, Entertainment & Recreation	539	807	825	858	888	921	956
Retail Sales	742	1,112	1,124	1,136	1,139	1,155	1,196
Air Transportation (visitor only)	23	23	22	21	19	20	23
Spending at Destination	3,037	4,506	4,599	4,710	4,886	5,157	5,507
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	443	683	703	753	801	849	901
Arts, Entertainment & Recreation	231	345	353	367	379	393	413
Retail**	119	165	181	185	190	195	200
Auto Rental & Ground Tran.	3	6	6	6	7	7	8
Air Transportation (visitor only)	17	19	21	20	17	18	16
Other Travel*	12	15	15	14	14	13	12
Total Direct Earnings	825	1,234	1,279	1,345	1,409	1,475	1,549
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	31.2	37.1	36.3	37.4	38.3	39.3	40.7
Arts, Entertainment & Recreation	15.2	17.4	17.0	17.2	17.1	17.4	18.0
Retail**	6.7	6.9	7.2	7.1	7.1	7.1	7.3
Auto Rental & Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Air Transportation (visitor only)	0.6	0.6	0.6	0.5	0.4	0.4	0.4
Other Travel*	0.6	0.5	0.5	0.5	0.5	0.4	0.4
Total Direct Employment	54.5	62.8	61.7	62.9	63.6	64.9	67.0
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	52	82	86	89	94	94	101
State Tax Receipts	123	182	178	188	195	208	223
Total Direct Tax Receipts	174	264	264	277	289	302	324

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Sacramento County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	1,216	1,881	1,872	1,904	1,969	2,083	2,240
Other Travel*	51	63	60	55	46	44	49
Total Direct Spending	1,267	1,944	1,932	1,958	2,014	2,127	2,288
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	444	769	793	808	827	876	954
Private Campground	23	27	28	27	29	31	32
Public Campground	0	0	0	0	0	0	0
Private Home	334	465	465	474	494	521	552
Vacation Home	13	16	17	18	18	19	21
Day Travel	402	604	569	578	600	635	681
Spending at Destination	1,216	1,881	1,872	1,904	1,969	2,083	2,240
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	134	226	237	241	243	253	271
Food & Beverage Services	313	466	468	492	505	535	574
Food Stores	40	61	62	64	66	71	73
Ground Tran. & Motor Fuel	205	339	319	308	355	405	470
Arts, Entertainment & Recreation	235	361	363	374	381	394	409
Retail Sales	269	409	407	409	404	410	425
Air Transportation (visitor only)	19	19	17	16	15	16	18
Spending at Destination	1,216	1,881	1,872	1,904	1,969	2,083	2,240
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	169	272	274	293	309	326	345
Arts, Entertainment & Recreation	105	162	163	168	171	177	186
Retail**	45	63	67	68	70	72	73
Auto Rental & Ground Tran.	10	21	20	21	21	22	24
Air Transportation (visitor only)	14	16	17	16	14	14	12
Other Travel*	33	41	42	40	33	32	30
Total Direct Earnings	377	575	583	606	618	643	670
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	11.5	14.4	13.8	14.2	14.8	14.9	15.3
Arts, Entertainment & Recreation	6.0	7.1	6.8	6.5	6.4	6.3	6.6
Retail**	2.5	2.5	2.6	2.5	2.6	2.5	2.6
Auto Rental & Ground Tran.	0.5	0.7	0.7	0.7	0.7	0.7	0.7
Air Transportation (visitor only)	0.5	0.4	0.4	0.4	0.3	0.3	0.3
Other Travel*	1.2	1.2	1.1	0.9	0.8	0.8	0.8
Total Direct Employment	22.1	26.3	25.3	25.3	25.6	25.5	26.2
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	24	40	41	42	42	43	45
State Tax Receipts	56	84	81	84	87	92	100
Total Direct Tax Receipts	79	124	122	126	129	135	145

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

San Benito County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	49.1	74.5	73.2	73.0	74.6	74.7	76.1
Other Travel*	0.5	0.7	0.7	0.8	0.9	0.9	0.9
Total Direct Spending	49.6	75.2	73.9	73.8	75.5	75.6	77.0
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	5.6	11.6	10.9	9.9	9.8	9.8	9.6
Private Campground	15.2	19.0	19.6	19.6	20.0	19.4	19.8
Public Campground	0.3	0.6	0.7	0.7	0.7	0.7	0.7
Private Home	12.9	21.3	21.3	21.8	22.6	23.3	24.1
Vacation Home	1.4	1.8	1.8	1.9	1.9	2.0	2.0
Day Travel	13.5	20.2	19.0	19.2	19.6	19.5	19.9
Spending at Destination	49.1	74.5	73.2	73.0	74.6	74.7	76.1
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	5.6	8.9	8.8	8.2	7.9	7.8	7.7
Food & Beverage Services	15.0	22.2	21.8	22.5	23.1	23.2	23.8
Food Stores	5.0	7.3	7.5	7.7	7.9	7.9	7.9
Ground Tran. & Motor Fuel	2.9	4.4	4.1	3.8	4.6	5.6	6.8
Arts, Entertainment & Recreation	9.1	14.1	13.8	13.9	14.2	14.0	13.9
Retail Sales	11.5	17.6	17.2	17.0	16.8	16.2	16.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	49.1	74.5	73.2	73.0	74.6	74.7	76.1
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	9.9	15.8	15.5	16.1	16.9	16.9	17.2
Arts, Entertainment & Recreation	2.4	3.7	3.6	3.7	3.7	3.7	3.7
Retail**	2.1	3.1	3.3	3.3	3.4	3.3	3.3
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.4	0.4	0.4	0.5	0.5	0.5
Total Direct Earnings	14.7	22.9	22.7	23.4	24.5	24.4	24.6
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	530	650	600	680	640	600	630
Arts, Entertainment & Recreation	210	250	230	200	220	210	190
Retail**	110	110	120	100	100	100	90
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	870	1,020	960	1,000	970	910	920
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.6	0.8	0.8	0.8	0.7	0.7	0.7
State Tax Receipts	2.0	3.0	2.8	3.0	3.0	3.1	3.2
Total Direct Tax Receipts	2.6	3.8	3.6	3.7	3.8	3.7	3.8

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

San Bernardino County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	1,907	2,712	2,713	2,742	2,899	3,110	3,344
Other Travel*	18	25	24	31	33	32	33
Total Direct Spending	1,925	2,737	2,737	2,773	2,932	3,142	3,377
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	389	623	662	677	742	817	893
Private Campground	93	161	163	160	168	187	195
Public Campground	17	20	21	20	21	23	24
Private Home	290	415	413	418	435	456	487
Vacation Home	546	675	685	692	713	753	805
Day Travel	572	817	769	775	820	875	940
Spending at Destination	1,907	2,712	2,713	2,742	2,899	3,110	3,344
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	290	411	433	435	447	486	523
Food & Beverage Services	493	668	674	708	743	791	842
Food Stores	70	102	104	108	112	120	123
Ground Tran. & Motor Fuel	288	450	420	395	475	560	669
Arts, Entertainment & Recreation	325	458	462	476	495	516	532
Retail Sales	440	622	620	621	626	637	656
Air Transportation (visitor only)	0	0	0	0	0	0	0
Spending at Destination	1,907	2,712	2,713	2,742	2,899	3,110	3,344
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	253	367	373	399	431	462	489
Arts, Entertainment & Recreation	147	207	209	215	224	233	243
Retail**	75	98	106	107	111	114	116
Auto Rental & Ground Tran.	6	11	11	11	12	12	13
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	9	13	13	16	17	16	17
Total Direct Earnings	489	697	711	749	795	839	879
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	18.8	21.8	21.1	21.5	22.8	23.6	24.6
Arts, Entertainment & Recreation	13.4	14.9	14.3	13.2	13.1	13.6	13.0
Retail**	4.3	4.4	4.4	4.4	4.4	4.4	4.5
Auto Rental & Ground Tran.	0.3	0.4	0.4	0.4	0.4	0.4	0.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.4	0.4	0.4	0.5	0.4	0.4	0.4
Total Direct Employment	37.2	41.9	40.6	39.9	41.1	42.3	42.8
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	27	42	43	43	46	47	50
State Tax Receipts	86	121	117	122	128	137	148
Total Direct Tax Receipts	113	163	159	165	174	184	198

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

San Diego County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	5,041	8,652	8,363	8,414	8,843	9,368	9,895
Other Travel*	179	220	209	180	172	174	189
Total Direct Spending	5,220	8,873	8,571	8,594	9,015	9,542	10,084
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	2,427	4,537	4,441	4,453	4,735	5,061	5,402
Private Campground	115	317	325	324	334	353	363
Public Campground	64	69	71	70	73	76	79
Private Home	634	824	814	828	849	881	923
Vacation Home	171	208	220	224	228	239	251
Day Travel	1,629	2,697	2,491	2,514	2,624	2,758	2,877
Spending at Destination	5,041	8,652	8,363	8,414	8,843	9,368	9,895
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	794	1,519	1,489	1,482	1,570	1,675	1,819
Food & Beverage Services	1,327	2,212	2,144	2,222	2,339	2,493	2,621
Food Stores	147	260	259	265	278	296	300
Ground Tran. & Motor Fuel	479	776	728	696	815	940	1,103
Arts, Entertainment & Recreation	1,084	1,884	1,816	1,845	1,925	2,009	2,046
Retail Sales	1,101	1,895	1,826	1,808	1,827	1,863	1,897
Air Transportation (visitor only)	109	107	100	96	90	94	107
Spending at Destination	5,041	8,652	8,363	8,414	8,843	9,368	9,895
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	840	1,538	1,477	1,547	1,678	1,790	1,873
Arts, Entertainment & Recreation	499	868	837	850	887	925	952
Retail**	172	269	284	284	292	301	305
Auto Rental & Ground Tran.	19	38	37	38	39	41	44
Air Transportation (visitor only)	37	40	43	41	36	37	33
Other Travel*	76	100	100	85	79	78	76
Total Direct Earnings	1,643	2,854	2,777	2,845	3,012	3,173	3,283
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	48.3	68.1	62.5	63.5	67.0	67.4	68.3
Arts, Entertainment & Recreation	24.0	32.1	29.5	29.4	31.3	31.1	30.1
Retail**	9.2	10.7	10.6	10.4	10.7	10.7	10.8
Auto Rental & Ground Tran.	0.9	1.4	1.3	1.2	1.2	1.2	1.3
Air Transportation (visitor only)	1.1	1.1	1.1	0.9	0.8	0.8	0.8
Other Travel*	3.0	2.9	2.8	2.2	2.0	1.8	1.8
Total Direct Employment	86.5	116.3	107.7	107.7	113.1	113.1	113.1
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	101	204	198	197	206	211	225
State Tax Receipts	201	336	315	327	342	365	388
Total Direct Tax Receipts	302	540	513	524	548	576	612

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

San Francisco County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	4,343	6,974	6,021	5,853	6,118	6,685	7,332
Other Travel*	2,177	2,254	2,157	2,045	1,947	1,993	2,225
Total Direct Spending	6,520	9,228	8,178	7,898	8,065	8,678	9,557
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	2,955	5,112	4,382	4,227	4,465	4,910	5,395
Private Campground	0	0	0	0	0	0	0
Public Campground	0	0	0	0	0	0	0
Private Home	794	847	785	765	728	773	867
Vacation Home	23	28	32	32	32	33	34
Day Travel	572	987	822	829	893	969	1,037
Spending at Destination	4,343	6,974	6,021	5,853	6,118	6,685	7,332
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	757	1,596	1,295	1,132	1,172	1,287	1,430
Food & Beverage Services	778	1,396	1,205	1,250	1,377	1,530	1,660
Food Stores	68	122	108	110	121	134	141
Ground Tran. & Motor Fuel	184	309	292	283	324	366	423
Arts, Entertainment & Recreation	538	999	863	878	957	1,040	1,092
Retail Sales	634	1,169	1,007	997	1,053	1,118	1,174
Air Transportation (visitor only)***	1,384	1,382	1,251	1,203	1,114	1,209	1,411
Spending at Destination	4,343	6,974	6,021	5,853	6,118	6,685	7,332
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	584	1,169	960	940	1,032	1,142	1,226
Arts, Entertainment & Recreation	260	484	418	425	463	504	534
Retail**	95	158	150	149	160	170	178
Auto Rental & Ground Tran.	12	25	24	25	26	27	29
Air Transportation (visitor only)***	22	25	25	25	21	22	21
Other Travel*	100	134	132	110	83	79	77
Total Direct Earnings	1,073	1,993	1,710	1,674	1,785	1,944	2,064
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	23.2	36.4	28.9	28.6	31.3	33.0	34.1
Arts, Entertainment & Recreation	10.5	15.5	12.7	11.5	12.5	13.0	12.8
Retail**	3.6	4.5	4.1	4.0	4.3	4.5	4.5
Auto Rental & Ground Tran.	0.6	0.9	0.8	0.8	0.8	0.8	0.8
Air Transportation (visitor only)***	0.7	0.7	0.7	0.6	0.5	0.5	0.5
Other Travel*	3.4	3.3	3.1	2.5	2.0	1.8	1.8
Total Direct Employment	42.0	61.2	50.3	47.9	51.4	53.6	54.6
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	104	249	205	186	199	214	234
State Tax Receipts	115	203	173	178	191	210	229
Total Direct Tax Receipts	219	452	378	363	390	424	463

Details may not add to totals due to rounding.

***Visitor spending on air travel to SFO airport is allocated to San Francisco. All employment and earnings impacts are allocated to San Mateo 'Other Travel.'

San Joaquin County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	312.6	455.5	454.1	453.4	482.9	519.6	563.6
Other Travel*	4.7	6.8	6.5	6.0	5.2	5.4	5.5
Total Direct Spending	317.4	462.3	460.7	459.4	488.1	524.9	569.1
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	88.4	125.3	131.5	131.7	138.1	147.2	157.6
Private Campground	30.6	56.4	56.5	55.2	59.2	62.5	66.6
Public Campground	2.4	2.7	2.7	2.6	2.9	3.1	3.4
Private Home	77.6	108.4	109.1	110.0	118.2	128.9	141.9
Vacation Home	6.6	8.2	8.7	8.8	9.2	10.0	10.9
Day Travel	106.9	154.4	145.5	145.0	155.2	167.7	183.2
Spending at Destination	312.6	455.5	454.1	453.4	482.9	519.6	563.6
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	32.6	48.4	51.5	51.9	52.5	54.3	56.4
Food & Beverage Services	72.6	100.8	102.6	107.5	110.6	115.9	121.5
Food Stores	15.0	23.1	23.9	24.6	25.5	26.7	27.1
Ground Tran. & Motor Fuel	81.3	123.4	114.7	106.1	130.7	156.8	189.9
Arts, Entertainment & Recreation	43.2	61.9	62.9	64.6	65.8	67.6	68.7
Retail Sales	68.0	97.9	98.6	98.7	97.7	98.2	100.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	312.6	455.5	454.1	453.4	482.9	519.6	563.6
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	45.2	66.9	68.5	73.0	77.2	80.6	83.3
Arts, Entertainment & Recreation	18.8	26.9	27.3	28.1	28.6	29.4	30.2
Retail**	14.3	19.3	20.5	20.9	21.6	22.2	22.3
Auto Rental & Ground Tran.	0.4	0.9	0.9	0.9	1.0	1.0	1.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	2.5	3.5	3.4	3.1	2.7	2.8	2.9
Total Direct Earnings	81.2	117.6	120.6	126.0	131.1	136.0	139.7
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	3,100	3,630	3,540	3,550	3,490	3,650	3,630
Arts, Entertainment & Recreation	1,710	1,910	1,850	1,750	1,470	1,470	1,510
Retail**	830	850	850	850	900	890	890
Auto Rental & Ground Tran.	20	30	30	30	30	30	30
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	140	140	130	110	100	100	100
Total Direct Employment	5,810	6,570	6,400	6,280	5,990	6,140	6,160
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	5.0	7.4	7.5	7.5	7.8	7.7	8.4
State Tax Receipts	16.9	23.9	22.9	23.5	24.7	26.5	28.4
Total Direct Tax Receipts	21.9	31.2	30.4	31.0	32.5	34.2	36.8

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

San Luis Obispo County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	626.6	904.3	891.4	897.6	926.4	965.3	1,015.8
Other Travel*	3.8	5.6	5.3	4.7	4.1	4.7	9.5
Total Direct Spending	630.4	909.9	896.7	902.3	930.5	970.0	1,025.3
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	318.2	475.1	474.7	478.7	495.9	518.9	551.1
Private Campground	47.6	72.6	74.5	74.4	76.5	79.0	81.0
Public Campground	17.5	20.5	21.0	21.0	21.7	22.9	23.5
Private Home	50.1	67.6	66.9	68.4	70.7	73.7	78.7
Vacation Home	24.6	30.2	32.3	32.8	33.6	35.3	37.3
Day Travel	168.6	238.3	222.0	222.3	228.0	235.5	244.2
Spending at Destination	626.6	904.3	891.4	897.6	926.4	965.3	1,015.8
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	122.6	184.2	192.3	198.5	203.2	210.7	224.2
Food & Beverage Services	174.2	242.0	236.2	242.7	251.2	263.3	275.8
Food Stores	27.9	40.2	40.6	41.3	42.8	44.5	44.8
Ground Tran. & Motor Fuel	40.1	60.9	56.7	52.5	64.6	77.4	93.6
Arts, Entertainment & Recreation	97.5	141.3	137.3	138.2	141.7	145.5	147.7
Retail Sales	164.2	235.6	228.4	224.4	223.0	223.8	227.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Spending at Destination	626.6	904.3	891.4	897.6	926.4	965.3	1,015.8
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	120.2	178.9	177.0	186.5	197.3	206.0	213.3
Arts, Entertainment & Recreation	56.7	82.2	79.9	80.4	82.5	84.7	86.8
Retail**	27.7	36.8	39.0	38.8	39.4	40.0	40.4
Auto Rental & Ground Tran.	0.3	0.6	0.6	0.6	0.7	0.7	0.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Other Travel*	2.0	2.9	2.7	2.4	2.1	2.4	4.1
Total Direct Earnings	206.9	301.5	299.3	308.8	322.0	333.8	346.2
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	7,660	9,090	8,540	8,670	8,730	8,700	8,850
Arts, Entertainment & Recreation	5,950	6,830	6,320	5,910	5,950	5,800	5,850
Retail**	1,590	1,620	1,630	1,550	1,550	1,560	1,560
Auto Rental & Ground Tran.	10	20	20	20	20	20	20
Air Transportation (visitor only)	0	0	0	0	0	0	20
Other Travel*	150	140	130	100	90	120	160
Total Direct Employment	15,360	17,690	16,640	16,250	16,340	16,220	16,460
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	11.9	20.4	21.0	21.5	21.3	21.3	22.3
State Tax Receipts	25.2	36.1	34.2	35.3	36.3	38.2	40.3
Total Direct Tax Receipts	37.2	56.5	55.1	56.8	57.7	59.5	62.6

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

San Mateo County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	1,315	2,329	1,985	1,928	1,974	2,106	2,288
Other Travel*	38	55	53	44	50	32	33
Total Direct Spending	1,353	2,385	2,038	1,972	2,025	2,137	2,320
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	745	1,492	1,218	1,156	1,177	1,274	1,411
Private Campground	19	23	26	26	27	29	29
Public Campground	10	11	12	13	13	14	14
Private Home	207	272	272	276	284	290	300
Vacation Home	13	16	18	18	18	19	20
Day Travel	321	515	439	439	455	480	514
Spending at Destination	1,315	2,329	1,985	1,928	1,974	2,106	2,288
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	224	466	356	304	291	313	351
Food & Beverage Services	296	491	412	419	430	463	502
Food Stores	34	55	49	49	51	54	56
Ground Tran. & Motor Fuel	299	534	508	506	553	600	670
Arts, Entertainment & Recreation	207	355	299	298	303	319	334
Retail Sales	254	429	362	352	347	357	374
Air Transportation***	0	0	0	0	0	0	0
Spending at Destination	1,315	2,329	1,985	1,928	1,974	2,106	2,288
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	183	351	277	268	275	296	319
Arts, Entertainment & Recreation	90	155	131	130	132	140	148
Retail**	45	68	64	63	64	66	68
Auto Rental & Ground Tran.	25	51	49	51	52	55	59
Air Transportation***	0	0	0	0	0	0	0
Other Travel*	1,118	1,260	1,337	1,300	1,175	1,176	1,063
Total Direct Earnings	1,462	1,885	1,858	1,812	1,698	1,733	1,658
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	8.9	13.1	10.0	9.8	10.2	10.5	11.2
Arts, Entertainment & Recreation	5.3	7.0	5.6	5.4	5.4	5.7	6.0
Retail**	1.7	1.9	1.7	1.7	1.8	1.8	1.9
Auto Rental & Ground Tran.	1.2	1.8	1.7	1.6	1.6	1.6	1.6
Air Transportation***	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	20.9	20.4	19.7	17.2	15.5	15.1	14.4
Total Direct Employment	37.9	44.2	38.6	35.8	34.5	34.7	35.1
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	34	65	53	48	49	50	55
State Tax Receipts	82	128	115	115	114	120	127
Total Direct Tax Receipts	116	193	168	163	163	171	182

Details may not add to totals due to rounding.

***Visitor spending on air travel to SFO airport is allocated to San Francisco. All employment and earnings impacts are allocated to San Mateo 'Other Travel.'

**Santa Barbara County
Travel Impacts, 1992-2005**

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	760	1,158	1,157	1,168	1,209	1,272	1,355
Other Travel*	10	12	11	10	10	12	12
Total Direct Spending	770	1,169	1,168	1,179	1,219	1,284	1,367
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	416	687	704	714	742	786	847
Private Campground	18	23	23	23	24	26	26
Public Campground	14	16	16	16	17	18	18
Private Home	88	114	111	112	115	119	124
Vacation Home	22	27	29	29	30	31	32
Day Travel	201	290	273	274	282	294	307
Spending at Destination	760	1,158	1,157	1,168	1,209	1,272	1,355
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	144	241	253	260	268	281	308
Food & Beverage Services	209	304	303	313	324	344	363
Food Stores	25	36	36	37	38	40	41
Ground Tran. & Motor Fuel	61	96	89	84	101	119	142
Arts, Entertainment & Recreation	120	182	181	184	189	196	200
Retail Sales	197	295	291	287	286	290	296
Air Transportation (visitor only)	4	4	4	4	4	4	4
Spending at Destination	760	1,158	1,157	1,168	1,209	1,272	1,355
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	145	235	235	248	262	276	291
Arts, Entertainment & Recreation	55	84	83	84	86	90	93
Retail**	31	42	45	45	45	46	47
Auto Rental & Ground Tran.	1	3	3	3	3	3	3
Air Transportation (visitor only)	3	3	4	3	3	3	3
Other Travel*	7	8	8	8	7	8	7
Total Direct Earnings	242	374	378	391	407	427	444
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	7.6	10.3	9.8	9.8	10.0	10.2	10.3
Arts, Entertainment & Recreation	3.0	3.8	3.6	3.5	3.5	3.7	3.9
Retail**	1.5	1.7	1.7	1.6	1.5	1.6	1.6
Auto Rental & Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other Travel*	0.3	0.3	0.2	0.2	0.2	0.2	0.2
Total Direct Employment	12.6	16.2	15.5	15.2	15.5	15.8	16.2
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	18	31	31	32	35	36	39
State Tax Receipts	31	47	45	47	48	51	54
Total Direct Tax Receipts	50	77	76	79	83	87	93

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Santa Clara County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	1,701	3,492	3,022	2,840	2,839	3,042	3,359
Other Travel*	225	271	261	190	149	159	174
Total Direct Spending	1,926	3,764	3,284	3,030	2,988	3,202	3,534
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	898	2,251	1,889	1,713	1,673	1,812	2,046
Private Campground	46	83	88	88	94	97	100
Public Campground	2	2	2	2	2	2	2
Private Home	332	419	410	415	431	448	471
Vacation Home	13	16	19	19	19	20	21
Day Travel	409	720	615	603	621	663	719
Spending at Destination	1,701	3,492	3,022	2,840	2,839	3,042	3,359
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	290	818	661	539	481	499	562
Food & Beverage Services	397	808	699	697	700	757	832
Food Stores	54	103	94	94	95	102	107
Ground Tran. & Motor Fuel	304	492	461	441	516	596	700
Arts, Entertainment & Recreation	252	526	456	446	444	469	498
Retail Sales	337	671	584	559	541	557	589
Air Transportation (visitor only)	66	75	66	64	60	63	71
Spending at Destination	1,701	3,492	3,022	2,840	2,839	3,042	3,359
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	254	623	513	480	472	503	548
Arts, Entertainment & Recreation	105	220	190	186	185	196	210
Retail**	59	102	98	96	96	100	104
Auto Rental & Ground Tran.	12	23	23	23	24	25	27
Air Transportation (visitor only)	50	63	63	62	55	55	50
Other Travel*	141	171	176	139	111	115	109
Total Direct Earnings	620	1,203	1,064	986	944	994	1,048
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	13.4	24.4	19.3	18.0	18.0	19.0	20.2
Arts, Entertainment & Recreation	6.0	9.4	7.8	6.3	5.2	6.5	6.2
Retail**	2.6	3.3	3.0	3.0	3.0	3.1	3.2
Auto Rental & Ground Tran.	0.6	0.8	0.8	0.8	0.8	0.8	0.8
Air Transportation (visitor only)	1.4	1.5	1.4	1.2	1.1	1.0	1.0
Other Travel*	3.7	3.4	3.3	2.7	2.4	2.4	2.3
Total Direct Employment	27.6	42.9	35.6	32.1	30.4	32.7	33.8
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	42	105	87	76	73	74	82
State Tax Receipts	80	146	127	126	127	138	151
Total Direct Tax Receipts	122	251	214	202	200	212	233

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Santa Cruz County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	363.4	540.8	523.0	498.7	525.0	568.6	596.9
Other Travel*	5.9	8.5	8.2	6.5	6.0	4.5	4.7
Total Direct Spending	369.3	549.3	531.1	505.2	530.9	573.1	601.5
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	137.0	245.2	232.7	209.5	226.5	253.5	268.8
Private Campground	31.7	36.3	37.2	37.1	38.3	41.0	42.4
Public Campground	8.3	11.4	11.7	11.6	12.1	12.7	13.3
Private Home	40.5	53.9	52.4	52.9	54.1	56.0	58.4
Vacation Home	55.5	68.3	72.7	72.8	72.9	76.1	79.1
Day Travel	90.5	125.6	116.4	114.8	120.9	129.3	134.9
Spending at Destination	363.4	540.8	523.0	498.7	525.0	568.6	596.9
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	81.6	134.3	129.2	112.2	111.4	119.3	125.4
Food & Beverage Services	93.1	132.0	128.5	129.3	138.5	151.7	158.6
Food Stores	18.3	25.0	25.0	25.3	26.5	28.4	28.6
Ground Tran. & Motor Fuel	30.8	46.4	43.1	39.8	49.2	59.2	71.8
Arts, Entertainment & Recreation	57.8	85.4	82.9	81.8	86.7	92.9	94.0
Retail Sales	81.8	117.7	114.2	110.3	112.6	117.1	118.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	363.4	540.8	523.0	498.7	525.0	568.6	596.9
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	61.4	99.2	94.0	90.3	96.6	105.1	108.7
Arts, Entertainment & Recreation	29.6	43.7	42.4	41.9	44.4	47.6	48.6
Retail**	13.9	18.5	19.5	19.2	20.0	21.0	21.1
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	3.1	4.4	4.2	3.4	3.1	2.3	2.4
Total Direct Earnings	107.9	165.8	160.2	154.7	164.1	176.0	180.8
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	3,870	4,730	4,300	4,060	4,300	4,600	4,660
Arts, Entertainment & Recreation	2,790	3,130	2,890	2,690	2,810	2,930	2,930
Retail**	760	750	750	690	720	730	710
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	160	150	140	120	110	80	80
Total Direct Employment	7,580	8,760	8,070	7,560	7,940	8,330	8,380
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	8.2	13.2	12.4	10.8	11.4	11.9	12.5
State Tax Receipts	14.5	21.1	19.8	19.9	21.1	23.1	24.4
Total Direct Tax Receipts	22.7	34.3	32.2	30.7	32.5	34.9	36.9

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Shasta County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	215.2	283.9	281.5	286.5	298.7	313.4	332.1
Other Travel*	4.7	5.6	5.3	6.0	6.3	6.3	6.5
Total Direct Spending	219.8	289.6	286.8	292.5	305.0	319.7	338.6
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	89.4	115.8	116.6	120.7	126.5	132.4	141.5
Private Campground	16.1	25.0	25.5	25.2	26.2	27.5	28.5
Public Campground	7.4	9.2	9.4	9.2	9.7	10.3	10.8
Private Home	20.8	27.7	27.7	28.0	29.1	30.6	32.6
Vacation Home	23.8	29.4	30.2	30.5	31.2	33.1	34.8
Day Travel	57.7	76.8	72.1	72.9	76.1	79.5	83.9
Spending at Destination	215.2	283.9	281.5	286.5	298.7	313.4	332.1
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	44.0	56.9	58.1	59.8	61.1	63.9	67.8
Food & Beverage Services	53.7	68.0	67.8	71.5	73.9	76.7	79.9
Food Stores	11.3	15.4	15.8	16.3	16.8	17.5	17.6
Ground Tran. & Motor Fuel	24.6	37.1	34.4	31.8	39.3	47.2	57.3
Arts, Entertainment & Recreation	32.9	43.1	42.9	44.4	45.4	46.2	46.7
Retail Sales	46.7	61.5	60.7	61.1	60.6	60.3	60.8
Air Transportation (visitor only)	1.9	1.9	1.8	1.7	1.5	1.5	2.0
Spending at Destination	215.2	283.9	281.5	286.5	298.7	313.4	332.1
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	38.5	51.3	51.0	54.8	58.0	60.3	62.3
Arts, Entertainment & Recreation	15.7	20.6	20.5	21.2	21.7	22.1	22.5
Retail**	9.0	11.3	12.1	12.3	12.6	12.8	12.8
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	1.5	1.6	1.7	1.7	1.4	1.3	1.4
Other Travel*	3.0	3.8	3.8	4.2	4.2	4.2	3.9
Total Direct Earnings	67.8	88.7	89.1	94.1	97.9	100.7	102.9
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,560	2,900	2,740	2,700	2,830	2,890	2,940
Arts, Entertainment & Recreation	1,070	1,180	1,110	1,150	1,110	1,130	1,140
Retail**	500	510	510	510	500	490	480
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	50	50	50	40	30	30	30
Other Travel*	110	110	110	110	100	100	100
Total Direct Employment	4,300	4,740	4,520	4,510	4,580	4,640	4,690
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	3.9	5.1	5.1	5.3	5.5	5.5	5.8
State Tax Receipts	8.9	11.8	11.3	11.8	12.3	12.9	13.6
Total Direct Tax Receipts	12.8	16.9	16.5	17.2	17.8	18.4	19.3

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Sierra County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	9.2	15.5	15.9	16.3	16.5	16.8	16.7
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	9.2	15.5	15.9	16.3	16.5	16.8	16.7
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	3.4	7.4	7.8	8.1	8.3	8.4	8.1
Private Campground	0.6	1.2	1.3	1.3	1.3	1.3	1.3
Public Campground	0.8	1.0	1.0	1.0	1.1	1.1	1.1
Private Home	1.1	1.4	1.3	1.4	1.4	1.4	1.5
Vacation Home	2.2	2.7	2.7	2.7	2.7	2.8	2.9
Day Travel	1.1	1.8	1.7	1.8	1.8	1.8	1.8
Spending at Destination	9.2	15.5	15.9	16.3	16.5	16.8	16.7
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	2.2	3.9	4.1	4.2	4.2	4.4	4.3
Food & Beverage Services	2.6	4.3	4.4	4.6	4.7	4.8	4.8
Food Stores	0.6	1.0	1.0	1.0	1.0	1.1	1.0
Ground Tran. & Motor Fuel	0.4	0.6	0.5	0.5	0.6	0.7	0.9
Arts, Entertainment & Recreation	1.6	2.8	2.8	2.9	3.0	3.0	2.8
Retail Sales	1.8	3.0	3.0	3.0	2.9	2.9	2.8
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	9.2	15.5	15.9	16.3	16.5	16.8	16.7
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	1.4	2.6	2.7	2.9	3.0	3.1	3.0
Arts, Entertainment & Recreation	0.4	0.7	0.7	0.7	0.7	0.7	0.7
Retail**	0.3	0.5	0.5	0.5	0.5	0.5	0.5
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	2.2	3.8	3.9	4.1	4.3	4.3	4.2
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	120	200	200	190	210	220	190
Arts, Entertainment & Recreation	20	30	30	30	30	30	30
Retail**	20	20	30	20	20	20	20
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	170	260	260	250	260	270	240
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.1	0.3	0.3	0.3	0.3	0.3	0.3
State Tax Receipts	0.3	0.4	0.4	0.4	0.4	0.5	0.5
Total Direct Tax Receipts	0.4	0.7	0.7	0.8	0.8	0.8	0.8

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Siskiyou County

Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	95.8	132.1	142.7	145.9	149.5	150.2	155.8
Other Travel*	0.6	0.9	0.9	1.1	1.2	1.1	1.2
Total Direct Spending	96.5	133.1	143.6	147.1	150.7	151.3	157.0
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	36.4	54.8	64.5	67.1	69.0	67.8	70.2
Private Campground	11.4	16.4	16.6	16.5	17.0	16.9	17.4
Public Campground	1.7	2.1	2.1	2.1	2.2	2.3	2.4
Private Home	14.7	18.3	17.8	18.0	18.4	19.3	20.2
Vacation Home	17.1	21.0	22.1	22.3	22.5	23.5	24.6
Day Travel	14.5	19.5	19.6	19.9	20.3	20.3	20.9
Spending at Destination	95.8	132.1	142.7	145.9	149.5	150.2	155.8
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	20.4	29.0	33.0	34.0	34.3	34.2	35.7
Food & Beverage Services	27.0	35.9	39.0	41.1	42.0	42.0	43.3
Food Stores	5.5	7.6	8.0	8.2	8.4	8.5	8.5
Ground Tran. & Motor Fuel	7.1	10.8	10.1	9.3	11.5	13.8	16.6
Arts, Entertainment & Recreation	17.1	23.5	25.5	26.3	26.7	26.1	26.1
Retail Sales	18.6	25.3	27.0	27.1	26.6	25.6	25.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	95.8	132.1	142.7	145.9	149.5	150.2	155.8
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	22.5	32.2	35.4	37.9	39.7	39.5	40.3
Arts, Entertainment & Recreation	5.0	6.9	7.5	7.7	7.8	7.7	7.7
Retail**	3.8	4.9	5.5	5.6	5.7	5.6	5.6
Auto Rental & Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.5	0.5	0.6	0.6	0.6	0.6
Total Direct Earnings	31.7	44.5	49.0	52.0	53.9	53.5	54.4
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,280	1,530	1,600	1,610	1,760	1,690	1,720
Arts, Entertainment & Recreation	580	670	690	710	720	610	610
Retail**	250	260	270	270	270	260	250
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	20	20	20	20
Total Direct Employment	2,130	2,470	2,580	2,610	2,770	2,570	2,610
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.5	2.2	2.5	2.6	2.8	2.6	2.7
State Tax Receipts	3.6	4.9	5.1	5.3	5.5	5.6	5.8
Total Direct Tax Receipts	5.0	7.1	7.6	7.9	8.2	8.2	8.5

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Solano County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	318.4	492.4	465.5	453.3	478.2	505.5	529.3
Other Travel*	1.5	2.1	2.0	1.9	1.5	1.4	1.5
Total Direct Spending	319.8	494.6	467.5	455.2	479.7	506.9	530.8
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	73.5	136.1	127.4	115.4	121.6	129.2	129.0
Private Campground	23.2	37.8	38.7	38.3	40.5	42.1	44.9
Public Campground	0.4	0.5	0.5	0.5	0.5	0.6	0.6
Private Home	80.2	109.6	108.8	110.6	117.3	125.2	135.8
Vacation Home	5.4	6.5	6.7	6.8	7.2	7.7	8.4
Day Travel	135.7	201.9	183.4	181.8	191.1	200.6	210.6
Spending at Destination	318.4	492.4	465.5	453.3	478.2	505.5	529.3
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	26.7	50.4	48.1	42.5	42.0	42.7	41.8
Food & Beverage Services	76.6	113.2	107.8	109.7	114.4	119.7	122.8
Food Stores	14.7	22.6	22.3	22.7	23.7	24.6	24.8
Ground Tran. & Motor Fuel	55.5	84.5	78.6	72.8	89.5	107.2	129.6
Arts, Entertainment & Recreation	66.7	102.2	96.1	95.9	99.1	101.5	100.9
Retail Sales	78.2	119.6	112.5	109.5	109.6	109.8	109.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	318.4	492.4	465.5	453.3	478.2	505.5	529.3
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	43.3	71.4	67.4	68.1	72.6	75.5	76.0
Arts, Entertainment & Recreation	27.5	42.1	39.6	39.5	40.8	41.8	42.0
Retail**	13.8	19.4	19.8	19.7	20.3	20.7	20.6
Auto Rental & Ground Tran.	0.5	1.0	1.0	1.0	1.1	1.1	1.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.8	1.1	1.1	1.0	0.8	0.7	0.8
Total Direct Earnings	85.9	134.9	128.8	129.3	135.6	139.9	140.5
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	3,010	3,790	3,420	3,280	3,450	3,450	3,410
Arts, Entertainment & Recreation	2,830	3,310	2,970	2,680	2,600	2,530	2,570
Retail**	770	800	770	760	730	780	780
Auto Rental & Ground Tran.	20	40	30	40	40	40	40
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	50	50	50	40	30	30	30
Total Direct Employment	6,690	7,990	7,240	6,790	6,840	6,830	6,840
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	4.1	7.7	7.3	6.7	6.6	6.3	6.3
State Tax Receipts	15.0	22.3	20.6	20.8	21.8	23.1	24.2
Total Direct Tax Receipts	19.1	30.0	27.8	27.5	28.4	29.4	30.5

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Sonoma County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	653.9	987.6	969.8	977.3	1,006.0	1,072.1	1,144.0
Other Travel*	14.6	17.7	16.8	13.2	10.7	10.8	3.9
Total Direct Spending	668.6	1,005.3	986.6	990.4	1,016.7	1,082.9	1,147.9
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	232.3	400.7	404.7	408.4	418.6	453.5	494.8
Private Campground	21.2	26.7	27.3	27.0	28.2	30.3	31.4
Public Campground	10.9	13.3	13.5	13.4	14.1	14.9	15.6
Private Home	84.6	118.4	116.1	117.8	123.0	128.5	135.2
Vacation Home	68.8	84.6	88.7	89.2	92.4	97.2	103.0
Day Travel	236.1	343.9	319.5	321.5	329.7	347.6	364.1
Spending at Destination	653.9	987.6	969.8	977.3	1,006.0	1,072.1	1,144.0
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	92.9	158.1	160.0	162.5	165.4	176.0	196.6
Food & Beverage Services	161.8	232.5	230.1	239.2	244.4	260.9	274.5
Food Stores	24.2	35.1	35.0	35.9	37.0	39.3	40.0
Ground Tran. & Motor Fuel	71.8	110.3	102.7	95.7	116.9	139.4	167.8
Arts, Entertainment & Recreation	140.5	209.9	205.6	209.5	212.0	221.4	225.6
Retail Sales	162.8	241.7	236.3	234.5	230.3	235.1	239.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	653.9	987.6	969.8	977.3	1,006.0	1,072.1	1,144.0
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	98.4	157.7	155.3	164.3	172.4	183.8	194.3
Arts, Entertainment & Recreation	71.7	107.1	104.9	106.9	108.2	113.0	116.3
Retail**	26.5	36.0	38.2	38.4	38.7	39.9	40.3
Auto Rental & Ground Tran.	1.3	2.7	2.6	2.7	2.8	3.0	3.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	9.4	11.7	11.9	10.0	8.2	8.1	2.0
Total Direct Earnings	207.3	315.2	313.0	322.2	330.3	347.9	356.1
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	6,260	7,440	6,990	7,110	7,350	7,690	7,840
Arts, Entertainment & Recreation	6,300	6,980	6,510	6,340	6,280	6,200	6,070
Retail**	1,430	1,400	1,410	1,410	1,410	1,420	1,390
Auto Rental & Ground Tran.	70	100	90	90	100	100	100
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	370	360	340	250	190	180	60
Total Direct Employment	14,430	16,280	15,340	15,200	15,330	15,590	15,460
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	10.7	18.9	18.8	19.0	19.4	19.8	23.0
State Tax Receipts	27.6	40.5	38.5	39.8	40.8	43.7	46.2
Total Direct Tax Receipts	38.3	59.4	57.3	58.8	60.2	63.5	69.2

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Stanislaus County

Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	224.2	334.6	333.0	334.7	354.2	371.4	403.7
Other Travel*	5.6	6.7	6.3	5.0	4.5	4.6	4.6
Total Direct Spending	229.9	341.2	339.3	339.8	358.7	376.0	408.3
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	72.1	116.6	121.0	121.9	127.2	127.4	138.6
Private Campground	8.6	11.7	11.7	11.5	12.3	13.4	14.2
Public Campground	3.7	4.8	4.8	4.7	5.1	5.6	6.0
Private Home	59.0	84.3	84.5	85.7	91.6	99.3	108.1
Vacation Home	4.1	5.0	5.4	5.5	5.7	6.1	6.6
Day Travel	76.8	112.2	105.5	105.5	112.3	119.6	130.3
Spending at Destination	224.2	334.6	333.0	334.7	354.2	371.4	403.7
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	24.1	38.7	40.9	41.3	42.0	41.0	43.4
Food & Beverage Services	53.7	76.8	77.7	81.5	83.7	85.5	90.3
Food Stores	9.9	14.4	14.8	15.3	15.9	16.6	16.9
Ground Tran. & Motor Fuel	53.8	82.2	76.5	71.0	87.1	104.1	125.6
Arts, Entertainment & Recreation	32.4	48.2	48.7	50.0	50.9	50.8	52.0
Retail Sales	50.4	74.3	74.4	74.5	73.7	72.5	74.1
Air Transportation (visitor only)	0.0	0.0	0.0	1.0	0.9	0.9	1.4
Spending at Destination	224.2	334.6	333.0	334.7	354.2	371.4	403.7
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	31.2	48.4	49.1	52.3	55.2	55.5	57.9
Arts, Entertainment & Recreation	15.4	22.9	23.1	23.8	24.2	24.2	25.0
Retail**	10.2	13.8	14.7	15.0	15.4	15.6	15.7
Auto Rental & Ground Tran.	0.7	1.4	1.4	1.4	1.5	1.6	1.7
Air Transportation (visitor only)	0.0	0.0	0.0	1.0	0.8	0.8	1.0
Other Travel*	3.7	4.5	4.6	3.5	3.1	3.1	2.7
Total Direct Earnings	61.2	91.1	93.0	97.0	100.2	100.8	104.0
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,120	2,790	2,690	2,730	2,840	2,790	2,890
Arts, Entertainment & Recreation	1,420	1,780	1,710	1,770	1,790	1,720	1,610
Retail**	570	630	630	610	650	630	620
Auto Rental & Ground Tran.	30	50	50	50	50	50	50
Air Transportation (visitor only)	0	0	0	20	20	20	20
Other Travel*	170	170	160	110	100	90	90
Total Direct Employment	4,320	5,410	5,240	5,300	5,440	5,300	5,280
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	3.2	5.3	5.4	5.4	5.9	5.8	6.1
State Tax Receipts	11.5	16.5	15.9	16.4	17.1	17.9	19.2
Total Direct Tax Receipts	14.8	21.9	21.3	21.8	22.9	23.8	25.3

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Sutter County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	42.5	57.6	56.6	57.0	58.6	61.6	65.0
Other Travel*	1.3	1.7	1.6	1.9	2.0	1.9	1.5
Total Direct Spending	43.8	59.3	58.2	58.9	60.6	63.6	66.5
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	12.0	13.1	13.2	13.4	13.3	13.9	14.2
Private Campground	6.9	11.1	11.4	11.3	11.8	12.2	12.7
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	8.9	12.9	12.8	12.9	13.5	14.5	15.7
Vacation Home	0.9	1.1	1.2	1.2	1.3	1.3	1.5
Day Travel	13.9	19.3	18.0	18.1	18.7	19.7	20.9
Spending at Destination	42.5	57.6	56.6	57.0	58.6	61.6	65.0
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	5.6	7.0	7.2	7.2	7.1	7.3	7.5
Food & Beverage Services	11.6	15.0	14.8	15.5	15.7	16.4	17.1
Food Stores	2.7	4.0	4.1	4.2	4.3	4.5	4.5
Ground Tran. & Motor Fuel	5.3	7.9	7.4	6.8	8.4	10.1	12.3
Arts, Entertainment & Recreation	6.8	9.0	8.9	9.1	9.1	9.3	9.4
Retail Sales	10.7	14.6	14.3	14.2	13.9	13.9	14.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	42.5	57.6	56.6	57.0	58.6	61.6	65.0
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	7.1	9.5	9.4	10.0	10.3	10.7	11.0
Arts, Entertainment & Recreation	3.2	4.3	4.2	4.3	4.3	4.4	4.5
Retail**	2.1	2.8	3.0	3.0	3.0	3.1	3.1
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.8	1.0	1.0	1.2	1.2	1.2	0.8
Total Direct Earnings	13.2	17.6	17.6	18.5	18.9	19.4	19.5
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	510	560	530	550	570	560	570
Arts, Entertainment & Recreation	400	430	400	430	420	420	430
Retail**	130	140	140	130	130	130	130
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	40	30	30	40	30	30	20
Total Direct Employment	1,080	1,160	1,100	1,150	1,150	1,140	1,140
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.5	0.6	0.6	0.6	0.8	0.8	0.8
State Tax Receipts	1.9	2.6	2.5	2.6	2.6	2.8	2.9
Total Direct Tax Receipts	2.4	3.3	3.1	3.2	3.5	3.6	3.7

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Tehama County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	63.8	89.3	92.3	93.5	96.1	101.7	110.2
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	63.8	89.3	92.3	93.5	96.1	101.7	110.2
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	16.4	23.6	27.0	28.0	28.1	29.7	33.5
Private Campground	6.8	11.6	11.7	11.5	12.1	12.9	13.4
Public Campground	1.1	1.4	1.4	1.4	1.5	1.6	1.7
Private Home	18.6	25.2	24.7	24.8	25.9	27.5	29.5
Vacation Home	10.0	12.3	13.0	13.0	13.3	14.1	15.0
Day Travel	10.9	15.2	14.6	14.7	15.2	16.0	17.1
Spending at Destination	63.8	89.3	92.3	93.5	96.1	101.7	110.2
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	9.6	13.5	15.2	15.8	15.5	16.3	17.5
Food & Beverage Services	17.3	23.2	24.2	25.3	25.6	26.7	28.7
Food Stores	4.0	5.9	6.1	6.2	6.4	6.7	6.8
Ground Tran. & Motor Fuel	9.4	14.2	13.2	12.2	15.1	18.1	22.0
Arts, Entertainment & Recreation	10.9	15.1	15.7	16.1	16.2	16.5	17.2
Retail Sales	12.5	17.4	17.9	17.9	17.4	17.4	18.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	63.8	89.3	92.3	93.5	96.1	101.7	110.2
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	10.7	15.3	16.3	17.5	18.1	18.9	20.2
Arts, Entertainment & Recreation	4.7	6.4	6.7	6.9	6.9	7.0	7.4
Retail**	2.6	3.5	3.8	3.8	3.9	4.0	4.0
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	18.0	25.2	26.7	28.2	28.9	29.9	31.6
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	800	950	970	970	990	980	1,020
Arts, Entertainment & Recreation	430	490	490	470	460	460	460
Retail**	160	170	170	170	160	170	170
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	1,390	1,610	1,620	1,600	1,610	1,610	1,650
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.8	1.2	1.4	1.4	1.4	1.4	1.5
State Tax Receipts	2.8	3.8	3.8	3.9	4.0	4.3	4.6
Total Direct Tax Receipts	3.6	5.1	5.1	5.4	5.5	5.7	6.1

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Trinity County **Travel Impacts, 1992-2005**

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	30.4	40.8	42.9	43.5	44.7	46.4	47.2
Other Travel*	0.2	0.3	0.3	0.4	0.4	0.4	0.4
Total Direct Spending	30.7	41.1	43.2	44.0	45.2	46.8	47.6
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	5.4	8.4	10.0	10.5	11.2	11.8	11.8
Private Campground	6.2	8.9	9.1	9.1	9.3	9.6	9.7
Public Campground	3.7	4.5	4.7	4.7	4.8	4.9	5.0
Private Home	4.2	5.1	5.0	5.1	5.2	5.3	5.5
Vacation Home	7.5	9.1	9.4	9.5	9.5	9.9	10.2
Day Travel	3.6	4.7	4.6	4.7	4.8	4.9	4.9
Spending at Destination	30.4	40.8	42.9	43.5	44.7	46.4	47.2
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	6.4	8.8	9.5	9.6	9.8	10.3	10.6
Food & Beverage Services	8.5	11.0	11.6	12.1	12.5	13.0	13.3
Food Stores	3.1	4.2	4.4	4.5	4.6	4.8	4.8
Ground Tran. & Motor Fuel	1.1	1.7	1.5	1.4	1.8	2.1	2.6
Arts, Entertainment & Recreation	5.1	6.8	7.1	7.3	7.5	7.6	7.6
Retail Sales	6.2	8.3	8.6	8.6	8.5	8.5	8.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	30.4	40.8	42.9	43.5	44.7	46.4	47.2
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	6.2	8.7	9.2	9.8	10.4	10.9	11.0
Arts, Entertainment & Recreation	2.2	2.9	3.1	3.1	3.2	3.3	3.3
Retail**	1.5	1.9	2.1	2.2	2.2	2.3	2.2
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Total Direct Earnings	10.0	13.7	14.6	15.3	16.1	16.7	16.8
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	440	530	540	560	600	560	600
Arts, Entertainment & Recreation	140	160	160	160	220	260	250
Retail**	110	120	130	120	130	120	120
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	690	820	830	850	950	940	980
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.3	0.3	0.4	0.4	0.4	0.4	0.4
State Tax Receipts	0.8	1.1	1.2	1.2	1.2	1.3	1.3
Total Direct Tax Receipts	1.1	1.5	1.5	1.6	1.6	1.7	1.7

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Tulare County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	184.7	260.9	264.8	274.8	285.2	307.4	330.8
Other Travel*	8.8	10.3	9.8	9.2	10.0	9.3	10.3
Total Direct Spending	193.4	271.2	274.5	284.0	295.2	316.7	341.1
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	69.9	97.8	104.2	113.0	116.4	127.6	140.2
Private Campground	12.1	22.8	23.1	22.7	23.8	25.8	26.8
Public Campground	12.1	15.1	15.2	14.9	15.8	16.8	17.6
Private Home	44.9	63.2	62.0	63.2	66.0	69.8	74.3
Vacation Home	15.2	18.8	19.4	19.5	19.9	21.2	22.4
Day Travel	30.5	43.1	40.9	41.5	43.4	46.2	49.6
Spending at Destination	184.7	260.9	264.8	274.8	285.2	307.4	330.8
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	32.4	45.4	48.7	52.0	52.1	55.9	59.9
Food & Beverage Services	46.0	62.3	63.9	68.3	70.1	74.7	79.4
Food Stores	11.6	16.9	17.4	18.0	18.6	19.6	19.9
Ground Tran. & Motor Fuel	29.1	44.3	41.2	38.2	46.9	56.2	67.9
Arts, Entertainment & Recreation	26.7	37.4	38.3	40.3	40.9	42.7	44.0
Retail Sales	38.8	54.6	55.3	56.3	55.5	56.4	58.0
Air Transportation (visitor only)	0.0	0.0	0.0	1.8	1.1	1.8	1.6
Spending at Destination	184.7	260.9	264.8	274.8	285.2	307.4	330.8
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	33.1	47.4	48.9	53.8	56.3	60.1	63.2
Arts, Entertainment & Recreation	11.8	16.4	16.8	17.7	18.0	18.8	19.6
Retail**	8.2	10.9	11.7	12.1	12.4	12.8	13.0
Auto Rental & Ground Tran.	0.3	0.6	0.5	0.6	0.6	0.6	0.7
Air Transportation (visitor only)	0.0	0.0	0.0	1.8	1.0	1.6	1.1
Other Travel*	5.8	7.1	7.2	6.1	6.5	5.9	6.0
Total Direct Earnings	59.1	82.3	85.3	92.0	94.8	99.8	103.6
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	2,440	2,600	2,560	2,640	2,730	2,780	2,850
Arts, Entertainment & Recreation	1,290	1,330	1,290	1,370	1,370	1,310	1,420
Retail**	550	520	530	530	550	540	530
Auto Rental & Ground Tran.	10	20	20	20	20	20	20
Air Transportation (visitor only)	0	0	0	40	20	30	20
Other Travel*	190	190	180	160	150	130	140
Total Direct Employment	4,480	4,660	4,580	4,750	4,840	4,810	4,980
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	2.9	4.4	4.7	5.0	5.1	5.3	5.7
State Tax Receipts	8.3	11.6	11.3	11.9	12.3	13.1	14.1
Total Direct Tax Receipts	11.2	16.0	16.0	16.9	17.3	18.4	19.7

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Tuolumne County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	100.1	135.7	137.9	140.0	143.2	147.4	153.2
Other Travel*	0.2	0.4	0.3	0.4	0.7	0.6	0.7
Total Direct Spending	100.3	136.1	138.2	140.4	143.9	148.0	153.9
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	32.5	48.5	50.2	51.8	53.0	54.0	55.9
Private Campground	10.4	13.6	13.9	13.8	14.3	14.5	15.0
Public Campground	1.2	1.5	1.5	1.5	1.5	1.6	1.7
Private Home	16.7	22.5	22.3	22.6	23.2	24.2	25.4
Vacation Home	27.1	33.3	34.3	34.5	35.0	36.6	38.2
Day Travel	12.2	16.3	15.6	15.8	16.2	16.5	17.0
Spending at Destination	100.1	135.7	137.9	140.0	143.2	147.4	153.2
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	22.3	30.9	31.8	32.3	32.5	33.5	35.4
Food & Beverage Services	27.9	36.5	37.3	39.0	39.8	40.8	42.0
Food Stores	5.5	7.5	7.7	7.8	8.1	8.3	8.3
Ground Tran. & Motor Fuel	7.0	10.5	9.8	9.0	11.2	13.4	16.3
Arts, Entertainment & Recreation	18.0	24.3	24.8	25.4	25.7	25.8	25.8
Retail Sales	19.4	26.1	26.5	26.4	25.9	25.5	25.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	100.1	135.7	137.9	140.0	143.2	147.4	153.2
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	21.2	29.8	30.3	32.2	33.7	34.5	35.4
Arts, Entertainment & Recreation	5.7	7.7	7.8	8.0	8.1	8.1	8.2
Retail**	3.6	4.6	5.0	5.0	5.1	5.1	5.1
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.2	0.3	0.3	0.3
Total Direct Earnings	30.6	42.2	43.2	45.5	47.3	48.1	49.0
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,410	1,690	1,630	1,610	1,660	1,640	1,630
Arts, Entertainment & Recreation	460	530	520	460	470	510	520
Retail**	220	230	240	230	230	210	200
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	20	20	20	10	10	10	10
Total Direct Employment	2,110	2,470	2,410	2,310	2,360	2,370	2,360
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.4	2.0	2.0	2.1	2.1	2.1	2.3
State Tax Receipts	3.7	5.0	4.9	5.1	5.3	5.5	5.7
Total Direct Tax Receipts	5.1	7.0	6.9	7.2	7.4	7.5	8.0

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Ventura County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	716	1,059	1,016	1,017	1,037	1,103	1,210
Other Travel*	9	13	12	8	10	10	10
Total Direct Spending	725	1,071	1,028	1,025	1,048	1,113	1,221
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	255	413	395	393	390	422	489
Private Campground	5	7	7	7	7	8	8
Public Campground	24	43	44	43	46	50	52
Private Home	169	227	225	228	238	250	263
Vacation Home	31	38	40	40	41	44	46
Day Travel	232	332	306	306	314	331	354
Spending at Destination	716	1,059	1,016	1,017	1,037	1,103	1,210
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	89	146	143	145	141	150	172
Food & Beverage Services	193	272	262	270	273	288	312
Food Stores	26	39	39	40	41	43	44
Ground Tran. & Motor Fuel	99	152	142	131	161	192	232
Arts, Entertainment & Recreation	112	164	157	159	159	164	172
Retail Sales	197	286	274	271	263	266	277
Air Transportation (visitor only)	0	0	0	0	0	0	0
Spending at Destination	716	1,059	1,016	1,017	1,037	1,103	1,210
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	102	157	150	159	163	173	188
Arts, Entertainment & Recreation	50	73	70	71	71	74	78
Retail**	32	43	45	45	45	46	48
Auto Rental & Ground Tran.	1	2	2	2	2	2	2
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	5	7	6	4	5	5	5
Total Direct Earnings	189	282	274	281	287	300	321
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accommodations & Food Service	6.8	8.1	7.4	7.7	7.9	8.2	8.3
Arts, Entertainment & Recreation	3.3	3.8	3.4	3.5	4.1	4.0	4.1
Retail**	1.8	1.8	1.8	1.8	1.7	1.7	1.8
Auto Rental & Ground Tran.	0.0	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.3	0.2	0.2	0.2	0.2	0.2
Total Direct Employment	12.2	14.0	12.9	13.3	14.1	14.2	14.4
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	11.6	18.8	18.2	18.4	18.4	18.4	20.6
State Tax Receipts	33.4	48.1	44.8	46.1	46.9	49.9	54.1
Total Direct Tax Receipts	45.0	66.9	63.1	64.5	65.4	68.3	74.6

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Yolo County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	133.6	193.6	188.3	188.1	202.0	230.1	248.5
Other Travel*	3.1	4.4	4.2	1.4	1.4	0.0	0.0
Total Direct Spending	136.7	198.0	192.6	189.6	203.3	230.1	248.5
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	50.3	72.7	71.8	71.3	77.4	95.0	102.2
Private Campground	6.8	11.8	11.9	11.6	12.5	13.2	14.1
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	30.7	43.3	43.3	43.8	46.5	49.0	53.2
Vacation Home	1.9	2.4	2.6	2.6	2.7	2.9	3.1
Day Travel	43.9	63.4	58.7	58.7	62.9	70.0	75.9
Spending at Destination	133.6	193.6	188.3	188.1	202.0	230.1	248.5
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	15.6	22.4	22.6	22.6	23.6	28.1	29.2
Food & Beverage Services	32.8	45.8	45.0	46.9	49.2	55.8	59.1
Food Stores	4.6	7.0	7.0	7.2	7.5	8.3	8.5
Ground Tran. & Motor Fuel	28.6	43.2	40.2	37.1	45.8	55.0	66.7
Arts, Entertainment & Recreation	24.3	35.1	34.5	35.3	36.6	40.6	41.6
Retail Sales	27.7	40.1	39.2	39.1	39.3	42.2	43.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	133.6	193.6	188.3	188.1	202.0	230.1	248.5
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	18.0	26.4	25.9	27.4	29.6	34.2	35.5
Arts, Entertainment & Recreation	10.6	15.3	15.0	15.4	16.0	17.7	18.3
Retail**	5.4	7.2	7.5	7.6	7.9	8.5	8.6
Auto Rental & Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.6	2.3	2.2	0.7	0.7	0.0	0.0
Total Direct Earnings	35.6	51.3	50.7	51.2	54.3	60.6	62.6
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	1,470	1,740	1,620	1,610	1,700	1,880	1,890
Arts, Entertainment & Recreation	1,010	1,160	1,080	1,080	1,020	1,080	1,270
Retail**	270	280	280	280	290	300	300
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	90	80	80	40	30	0	0
Total Direct Employment	2,830	3,270	3,070	3,010	3,040	3,270	3,460
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	2.0	3.1	3.0	3.0	3.2	3.3	3.4
State Tax Receipts	6.5	9.2	8.7	8.9	9.4	10.5	11.2
Total Direct Tax Receipts	8.5	12.3	11.8	12.0	12.6	13.8	14.7

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

Yuba County Travel Impacts, 1992-2005

	1992	2000	2001	2002	2003	2004	2005
Total Direct Travel Spending (\$Million)							
Visitor Spending at Destination	41.0	57.0	57.1	57.0	60.9	71.2	75.1
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	41.0	57.0	57.1	57.0	60.9	71.2	75.1
Visitor Spending by Type of Traveler Accommodation (\$Million)							
Hotel, Motel	4.7	3.7	3.7	3.8	5.6	7.0	7.3
Private Campground	19.1	30.8	31.3	31.1	32.2	39.2	40.5
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	7.8	9.9	9.7	9.8	10.1	10.6	11.8
Vacation Home	2.2	2.7	2.9	2.9	3.0	3.2	3.5
Day Travel	7.1	10.0	9.4	9.4	9.9	11.3	11.9
Spending at Destination	41.0	57.0	57.1	57.0	60.9	71.2	75.1
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	6.1	8.3	8.6	8.5	9.0	10.9	11.3
Food & Beverage Services	10.4	13.8	13.9	14.4	15.2	17.8	18.5
Food Stores	4.4	6.8	7.0	7.1	7.4	8.8	8.8
Ground Tran. & Motor Fuel	6.1	9.2	8.5	7.9	9.7	11.7	14.2
Arts, Entertainment & Recreation	5.3	7.1	7.1	7.2	7.6	8.7	8.8
Retail Sales	8.7	12.0	12.0	11.9	12.0	13.3	13.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	41.0	57.0	57.1	57.0	60.9	71.2	75.1
Industry Earnings Generated by Travel Spending (\$Million)							
Accommodations & Food Service	5.7	7.8	7.9	8.4	9.1	10.8	11.2
Arts, Entertainment & Recreation	2.2	2.9	3.0	3.0	3.2	3.6	3.7
Retail**	2.0	2.8	3.0	3.0	3.2	3.6	3.6
Auto Rental & Ground Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	9.9	13.6	13.9	14.4	15.5	18.0	18.5
Industry Employment Generated by Travel Spending (Jobs)							
Accommodations & Food Service	550	590	570	600	600	700	690
Arts, Entertainment & Recreation	230	240	230	210	200	220	240
Retail**	140	140	140	140	140	160	160
Auto Rental & Ground Tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	920	960	930	940	940	1,070	1,080
Tax Receipts Generated by Travel Spending (\$Million)							
Local Tax Receipts	0.4	0.5	0.5	0.5	0.7	0.8	0.8
State Tax Receipts	1.9	2.6	2.5	2.6	2.7	3.1	3.3
Total Direct Tax Receipts	2.2	3.1	3.0	3.1	3.4	3.9	4.1

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and travel agencies. **Retail includes gasoline.

VI. TRANSIENT OCCUPANCY TAX RECEIPTS

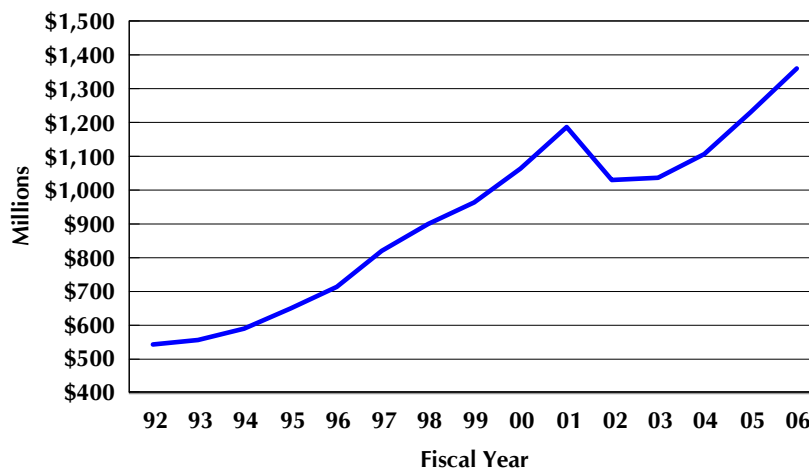
Transient lodging taxes are one of the most direct means for jurisdictions to collect revenues from visitors. They are also a useful indicator of travel activity in the state, since almost all of these sales are made to travelers. Transient lodging tax receipts therefore provide a basis for evaluating both travel trends and the distribution of travel activity in the state.

More than 450 jurisdictions in California levy a locally administered transient lodging tax. This tax, ranging from 4 percent to 15 percent, is collected on the sale (i.e., rental) of a room at a lodging establishment such as a hotel, motel, bed & breakfast or at a campground site.

The tax collections and tax rates compiled by Dean Runyan Associates, Inc. in this section were reported by the California State Controller's Office, various taxing jurisdictions and visitor associations. The receipts are reported on a fiscal year basis. Typically, this corresponds to July 1 through June 30, although there are exceptions. The rates reported are for the most recent fiscal year shown. In many cases, these rates have changed over the reported time period. Some jurisdictions also have variable tax rates for different properties or districts. Finally, transient lodging tax data are subject to frequent revisions. The revisions can be a result of late payments, back taxes and/or interest fees. Users of this information may therefore wish to contact specific jurisdictions to verify this data depending on the purpose of any analysis.

The information provided in this report is also available on the Dean Runyan Associates, Inc. website (www.deanrunyan.com). The website report will be periodically updated with more current information, as well as revisions and corrections. ***Those with more current information or corrections are encouraged to notify Dean Runyan Associates, Inc..***

California Transient Occupancy Tax Receipts



California Transient Occupancy Tax by County

Fiscal Year

Amounts in \$000

	*Rate	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Alameda	9.9%	16,392	18,809	21,575	23,050	28,509	35,257	28,505	26,689	25,840	27,936	30,816
Alpine	9.2%	313	414	381	411	486	548	547	549	592	623	615
Amador	9.5%	346	401	396	376	365	471	511	552	597	628	678
Butte	10.0%	1,184	1,225	1,274	1,382	1,543	1,690	1,796	1,785	1,910	2,042	2,289
Calaveras	11.6%	265	252	302	371	491	542	601	691	983	1,051	1,113
Colusa	9.6%	161	171	180	212	260	294	281	290	n.a.	394	405
Contra Costa	9.5%	5,735	6,624	8,276	8,576	10,614	11,940	10,371	9,633	9,372	9,996	10,878
Del Norte	9.3%	571	579	610	619	636	699	745	828	877	985	1,066
El Dorado	10.4%	8,144	7,692	8,233	9,129	9,917	10,087	9,869	11,328	12,205	12,715	13,405
Fresno	10.2%	6,529	6,849	6,865	7,159	6,857	7,808	7,913	8,424	9,110	9,474	10,704
Glenn	8.5%	225	229	235	267	264	293	357	356	393	418	434
Humboldt	9.1%	2,419	2,345	2,456	2,666	2,813	2,987	3,091	3,218	3,511	3,543	3,688
Imperial	10.0%	871	885	1,009	1,150	1,370	1,380	1,322	1,314	1,483	1,687	2,186
Inyo	12.5%	1,772	1,872	1,965	2,064	2,237	2,268	2,307	2,325	2,536	2,679	3,235
Kern	9.0%	5,953	6,452	7,123	7,620	7,409	7,785	8,144	8,284	8,189	9,218	10,296
Kings	10.4%	333	363	393	469	529	600	725	725	704	741	788
Lake	10.0%	704	640	683	730	855	1,039	1,027	1,061	1,049	1,169	1,226
Lassen	9.8%	333	291	292	23	329	383	397	414	405	502	519
Los Angeles	9.9%	154,759	176,835	191,746	206,029	224,057	247,844	218,316	220,056	241,150	289,874	312,211
Madera	7.9%	1,272	1,266	1,339	1,404	1,486	1,606	1,672	1,745	1,841	1,978	2,203
Marin	12.0%	4,092	4,806	5,397	5,891	6,836	7,390	6,295	5,953	5,885	6,202	6,855
Mariposa	10.3%	5,122	4,969	5,716	5,985	6,141	6,808	7,248	7,459	7,831	8,296	8,737
Mendocino	11.8%	3,889	3,924	4,214	4,678	5,138	5,744	5,764	5,488	5,505	5,579	5,823
Merced	10.0%	1,022	933	1,053	1,083	1,409	1,256	1,261	1,296	1,580	1,674	1,818
Modoc	11.6%	119	106	102	114	119	127	158	157	165	161	167
Mono	8.9%	4,561	4,884	5,287	5,231	6,096	6,624	7,310	9,544	10,455	11,761	13,143
Monterey	9.0%	28,364	31,606	32,835	34,124	38,542	40,910	37,330	36,666	37,249	39,595	42,020
Napa	10.3%	9,399	10,251	11,471	12,996	14,463	15,772	14,014	14,977	15,653	18,032	20,465
Nevada	11.7%	1,105	1,212	1,352	1,500	1,647	1,765	1,785	1,894	1,776	1,978	2,220

Note: *Rate is the average county rate for the last fiscal year. **2006 receipts are estimated due to missing data for one or more taxing entity.

California Transient Occupancy Tax by County

Fiscal Year

Amounts in \$000

	*Rate	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Orange	9.9%	81,620	86,570	89,677	93,268	97,325	116,003	112,382	116,136	133,371	144,742	165,235
Placer	9.2%	4,758	5,805	7,083	8,071	8,872	9,585	9,241	8,745	9,322	10,160	10,119
Plumas	9.5%	726	786	778	863	953	1,008	1,078	1,098	1,089	1,082	1,118
Riverside	10.0%	29,943	32,572	36,228	40,114	43,422	43,997	42,408	44,801	45,898	50,193	54,891
Sacramento	11.6%	15,025	16,308	18,442	19,577	22,346	25,351	25,012	25,191	25,441	27,226	29,100
San Benito	9.6%	199	257	274	314	284	318	326	288	265	285	259
San Bernardino	9.5%	10,748	12,389	13,432	14,937	16,430	17,539	18,704	19,357	21,281	23,611	25,629
San Diego	9.3%	81,163	92,808	107,389	118,143	125,832	140,581	128,080	138,582	142,152	155,764	175,286
San Francisco	10.4%	102,960	137,649	150,163	156,313	177,887	188,377	133,337	130,037	145,206	157,151	179,076
San Joaquin	10.2%	1,701	1,666	2,015	2,673	3,154	3,972	3,846	3,951	3,884	4,256	4,368
San Luis Obispo	8.5%	10,276	10,785	11,267	12,269	13,862	15,770	15,960	16,308	17,304	18,030	19,788
San Mateo	9.1%	24,871	29,143	32,633	34,012	38,474	43,808	28,742	24,873	26,412	29,401	34,217
Santa Barbara	10.0%	14,356	15,626	16,770	18,329	20,082	22,921	24,795	25,132	26,423	27,935	30,209
Santa Clara	12.5%	35,855	43,040	51,807	55,303	64,214	81,446	53,430	45,979	44,633	49,224	57,172
Santa Cruz	9.0%	5,517	6,059	6,503	7,353	8,581	9,645	8,016	7,374	7,948	8,532	8,965
Shasta	10.4%	2,583	2,753	2,647	2,952	3,510	3,351	3,716	4,007	4,012	4,315	4,606
Sierra	10.0%	160	166	189	183	224	240	252	239	264	249	251
Siskiyou	9.8%	1,037	1,096	1,162	1,239	1,322	1,501	1,631	1,804	1,733	1,831	1,959
Solano	9.9%	2,148	2,462	2,747	3,045	3,591	4,320	4,223	3,941	4,110	4,065	3,782
Sonoma	7.9%	7,492	8,126	9,186	10,193	11,695	13,476	13,103	13,459	13,986	15,326	17,038
Stanislaus	12.0%	2,098	2,075	2,109	2,323	2,664	3,099	3,101	3,068	3,255	3,293	3,520
Sutter	10.3%	200	211	191	238	240	374	422	531	550	564	572
Tehama	11.8%	537	517	538	597	629	628	710	824	674	890	835
Trinity	10.0%	212	177	184	174	195	193	170	183	199	204	207
Tulare	11.6%	2,103	2,129	2,468	2,411	2,896	2,817	2,985	3,096	3,362	3,591	3,939
Tuolumne	8.9%	858	902	1,021	1,061	1,082	1,150	1,181	1,313	1,327	1,349	1,514
Ventura	9.0%	7,317	7,985	8,616	9,516	10,182	11,717	11,994	11,507	11,212	12,820	15,290
Yolo	10.3%	1,183	1,221	1,371	1,601	1,686	2,223	2,078	2,113	2,324	2,520	2,815
Yuba	11.7%	92	88	72	78	48	64	58	154	253	311	284
California**	11.1%	713,692	818,257	899,720	962,457	1,063,100	1,187,389	1,030,641	1,037,796	1,107,138	1,229,851	1,362,047

Note: *Rate is the average county rate for the last fiscal year. **2006 receipts are estimated due to missing data for one or more taxing entity.

California Transient Occupancy Tax by Jurisdiction

	*Rate	Fiscal Year										
		Amounts in \$000										
		1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
ALAMEDA COUNTY												
Alameda	10.0%	242.9	340.8	407.6	380.5	536.6	987.1	721.1	642.4	694.5	812.7	934.2
Albany		2.4	1.9	1.9								
Berkeley	12.0%	2,312.9	2,636.8	2,804.2	2,891.7	3,122.3	3,477.9	2,889.5	2,533.4	2,371.1	2,683.8	2,962.9
Dublin	8.0%	198.3	267.0	306.3	389.7	808.7	1,010.8	810.2	717.1	664.3	663.6	727.6
Emeryville	12.0%	904.8	1,187.7	1,096.9	1,259.7	1,405.9	2,120.9	2,533.8	2,675.0	3,023.0	3,194.0	3,158.6
Fremont	8.0%	1,130.6	1,317.1	1,583.6	1,676.9	3,341.1	4,210.6	2,195.7	1,848.0	1,803.7	2,006.5	2,323.1
Hayward	8.5%	1,059.1	814.1	1,233.0	1,265.7	1,366.8	1,929.2	1,481.5	1,214.6	1,142.8	1,182.7	1,292.0
Livermore	8.0%	565.1	666.8	911.8	990.9	1,084.2	1,509.2	1,228.7	1,225.5	1,134.6	1,239.1	1,469.4
Newark	10.0%	1,061.1	1,322.3	1,569.0	1,454.5	1,828.9	2,557.6	1,972.7	2,012.6	2,170.0	2,320.0	2,775.4
Oakland	11.0%	6,159.4	7,211.6	8,367.0	9,090.6	10,875.7	12,560.5	10,752.1	10,043.0	9,364.3	10,034.5	10,952.7
Pleasanton	8.0%	2,150.8	2,495.1	2,860.6	3,220.5	3,525.0	3,977.6	2,971.1	2,765.7	2,528.2	2,798.9	3,053.0
San Leandro	10.0%	328.4	194.5	73.3	79.5	80.4	91.5	390.7	622.8	593.9	605.8	599.7
Union City	10.0%	276.2	353.2	359.4	349.5	533.5	824.1	558.0	388.9	349.5	394.7	567.4
ALPINE COUNTY												
Unincorporated	10.0%	312.9	414.1	380.5	411.3	485.6	548.2	546.9	548.7	591.9	622.9	614.7
AMADOR COUNTY												
Unincorporated	6.0%	60.2	69.3	73.4	77.7	86.6	100.9	102.8	106.0	85.9	104.6	104.5
Ione	10.0%	2.9	4.0	4.6	9.9	9.5	7.2	9.3	11.2	7.5	8.6	1.6
Jackson	10.0%	155.1	196.9	158.3	165.7	165.7	187.3	199.0	225.2	290.2	311.9	337.1
Plymouth	6.0%	49.3	51.9	35.8	55.5	41.5	63.8	79.5	73.7	76.5	72.8	79.6
Sutter Creek	10.0%	78.8	78.8	124.2	67.2	62.2	106.3	102.6	117.5	122.5	118.9	152.2
BUTTE COUNTY												
Unincorporated	6.0%	50.9	55.6	58.6	45.9	37.8	44.0	40.9	38.4	39.7	41.8	42.3
Chico	10.0%	842.5	886.3	951.0	1,046.9	1,141.1	1,247.2	1,329.6	1,309.9	1,389.7	1,449.1	1,708.5
Gridley	6.0%				3.9	19.6	26.6	25.5	26.2	25.1	23.9	27.2
Oroville	9.0%	239.5	230.6	211.3	232.1	250.1	269.1	294.9	308.8	331.8	352.4	336.5
Paradise	10.0%	50.6	52.1	53.1	53.5	94.7	102.9	104.8	101.5	123.2	174.8	174.9
CALAVERAS COUNTY												
Unincorporated	6.0%	210.9	213.6	234.7	253.2	252.5	279.6	292.7	311.5	335.0	350.6	374.0
Angels Camp	10.0%	53.8	38.6	67.5	117.5	238.4	262.2	308.7	379.5	647.9	700.2	739.2

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California Transient Occupancy Tax by Jurisdiction

		Fiscal Year										
		Amounts in \$000										
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COLUSA COUNTY												
Colusa	8.0%	3.0	4.9	5.8	6.1	5.2	5.5	5.5	3.7	13.4	20.5	18.3
Williams	10.0%	157.8	166.6	174.2	206.1	254.3	288.4	275.5	286.5	386.0	373.7	386.6
CONTRA COSTA COUNTY												
Unincorporated	10.0%	802.4	1,005.6	1,586.6	1,220.7	1,678.4	1,847.0	1,531.2	1,417.1	1,662.7	1,745.5	1,776.6
Antioch	10.0%	258.6	276.5	321.6	335.8	376.1	468.0	450.2	383.8	281.1	307.6	329.0
Brentwood	10.0%	19.1	72.1	66.9	81.7	80.1	115.4	112.0	118.3	110.3	116.4	118.5
Concord	10.0%	1,208.9	1,350.3	1,433.4	1,485.0	1,603.3	2,002.6	1,786.9	1,711.6	1,669.7	1,610.1	1,780.6
Danville	6.5%	53.8	65.1	66.8	63.3	67.8	72.9	60.4	16.4	30.0	69.1	75.2
El Cerrito	10.0%	35.8	57.6	72.5	91.9	93.5	101.1	82.7	50.1	69.5	72.4	83.0
Lafayette	9.5%	362.1	401.8	459.2	476.7	526.9	572.0	444.7	472.0	505.1	525.7	581.1
Martinez	10.0%	150.7	175.5	184.5	282.2	305.1	357.9	362.4	421.3	252.1	278.0	296.1
Pinole	10.0%	169.3	192.4	219.2	248.6	319.1	333.2	274.5	228.6	214.4	221.2	219.5
Pittsburg	8.0%	80.2	108.3	135.7	159.7	160.2	132.9	239.2	157.7	125.5	144.9	152.2
Pleasant Hill	10.0%	222.7	286.4	493.6	568.9	888.7	970.3	896.3	881.1	1,056.0	1,108.7	1,311.8
Richmond	10.0%	341.6	305.2	512.6	456.8	834.9	1,013.6	848.7	864.6	735.1	767.3	820.0
San Pablo	12.0%	10.1	14.6	14.8	16.6	21.5	19.5	114.6	172.3	133.6	199.0	297.7
San Ramon	7.3%	980.3	1,078.1	1,330.7	1,692.7	1,778.5	2,266.6	1,859.6	1,595.5	1,497.7	1,710.1	1,796.1
Walnut Creek	8.5%	1,039.3	1,234.9	1,378.1	1,395.3	1,880.4	1,666.6	1,307.2	1,143.0	1,029.0	1,120.0	1,240.2
DEL NORTE COUNTY												
Unincorporated	8.0%	124.9	117.9	132.9	125.3	141.9	182.5	180.2	233.7	199.8	215.2	245.3
Crescent City	10.0%	446.3	461.0	476.9	493.2	493.7	516.3	564.4	594.3	677.4	769.9	820.7
EL DORADO COUNTY												
Unincorporated	10.0%	502.9	464.0	412.8	491.1	722.5	713.3	706.2	941.9	991.2	1,302.6	1,527.8
Placerville	10.0%	142.7	63.2		140.7		176.9	183.2	189.5	186.7	186.4	189.8
So. Lake Tahoe	10.0%	7,498.3	7,164.5	7,819.8	8,497.2	9,194.9	9,197.1	8,979.8	10,196.6	11,027.4	11,226.1	11,687.6
FRESNO COUNTY												
Unincorporated		575.9	298.1									
Clovis	10.0%	8.5	12.2	110.4	139.3	142.7	142.0	130.8	138.9	178.8	186.7	317.8
Coalinga	6.0%	23.2	31.0	34.3	26.5	20.7	23.6	27.8	22.4	23.4	32.0	25.1
Fresno	12.0%	5,766.0	6,282.0	6,521.1	6,761.8	6,438.7	7,423.0	7,504.7	7,992.0	8,617.5	8,963.5	10,033.1

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		Fiscal Year										
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FRESNO COUNTY												
Huron	10.0%	2.1	1.3	4.5	3.1	2.1	1.4	1.8	0.6	0.0	0.0	0.0
Kingsburg	8.0%	26.8	31.3	35.1	39.7	46.9	37.3	38.0	31.7	32.1	43.2	45.3
Reedley	8.0%	41.0	38.3	26.7	40.5	54.8	31.5	41.6	63.0	51.9	49.6	56.9
Sanger	4.0%	3.1	6.3	6.4	8.2	5.9	7.2	4.5	6.3	7.7	6.8	4.3
Selma	6.0%	82.4	147.4	126.4	139.9	144.4	140.8	163.3	169.0	199.0	191.8	219.0
GLENN COUNTY												
Unincorporated	5.0%	1.7	1.3	1.2	3.5	4.8	8.7	9.3	10.4	8.5	5.4	3.7
Orland	8.0%	33.9	31.1	34.7	47.8	43.2	45.0	48.2	50.7	42.4	68.6	58.3
Willows	10.0%	189.7	196.3	199.6	215.6	215.6	239.4	299.1	294.9	341.7	343.6	372.2
HUMBOLDT COUNTY												
Unincorporated	10.0%	648.0	614.5	587.7	677.6	704.0	711.2	748.3	755.3	877.8	898.9	962.7
Arcata	10.0%	474.5	449.1	468.8	502.2	518.5	579.3	596.9	645.0	683.4	730.4	776.3
Eureka	9.0%	1,073.7	1,074.5	1,170.9	1,253.9	1,311.9	1,378.7	1,419.7	1,422.6	1,447.4	1,424.6	1,434.1
Ferndale	8.0%	37.6	30.2	38.0	40.7	60.1	72.6	66.0	81.4	80.8	55.3	68.1
Fortuna	10.0%	167.0	168.9	174.0	183.5	198.3	221.5	232.6	284.2	386.4	393.8	405.3
Rio Dell	8.0%	9.7		8.9		8.4	8.7	9.4	8.9	9.1	8.8	9.6
Trinidad	8.0%	8.7	7.8	7.6	7.7	12.3	14.8	17.6	20.7	26.3	30.9	31.6
IMPERIAL COUNTY												
Unincorporated	8.0%	72.8	72.8	73.9	67.8	78.2	75.1	72.6	64.0	63.9	16.1	34.6
Brawley	8.0%	71.5	104.4	148.8	140.7	168.6	166.1	185.7	189.2	157.4	182.9	194.0
Calexico	7.0%	90.0	132.9	76.9	187.9	253.3	228.0	190.1	145.2	196.9	251.0	238.1
Calipatria	8.0%	24.3	20.0	22.6	19.5	34.4	13.7	30.9	43.7	29.8	29.3	31.2
El Centro	10.0%	551.3	511.5	615.7	662.7	767.6	847.1	791.5	849.3	998.4	1,166.4	1,667.0
Holtville	4.0%	2.0	1.2	1.7	1.6	1.5	1.8	1.1	1.7	1.0	1.7	1.7
Imperial	8.0%	59.6	41.8	69.0	69.4	66.1	47.6	49.9	21.1	36.1	40.0	19.7
INYO COUNTY												
Unincorporated	9.0%	1,062.1	1,125.4	1,221.5	1,271.8	1,329.8	1,310.7	1,305.6	1,252.4	1,318.6	1,434.4	1,516.7
Bishop	12.0%	710.1	747.0	743.5	792.4	907.0	957.3	1,001.5	1,072.2	1,217.5	1,244.4	1,718.3

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KERN COUNTY												
Unincorporated	6.0%	1,264.3	1,326.4	1,448.2	1,486.2	1,511.9	1,346.7	1,551.4	1,212.1	883.8	1,278.6	1,441.6
Bakersfield	12.0%	3,773.8	4,210.3	4,769.0	5,136.6	4,910.7	5,347.8	5,493.5	5,747.8	6,069.0	6,594.8	7,456.8
California City	8.0%	3.4	4.1	2.2	5.1	4.5	7.6	10.9	8.8	10.6	4.4	3.6
Delano	10.0%	131.7	122.6	124.8	123.4	108.4	101.9	147.9	174.1	161.0	147.4	147.0
Maricopa	10.0%	9.6	11.4	14.5	14.4		12.5	23.3	23.9	12.6	17.9	2.9
McFarland	6.0%	4.4	0.5	0.5	0.6	0.5	0.7	0.9	1.0	1.0	1.2	1.0
Ridgecrest	10.0%	590.2	578.1	585.4	631.1	674.9	742.4	717.1	867.6	773.2	874.3	886.8
Taft	10.0%	27.3	22.0	28.0	35.0	43.6	55.7	52.4	47.1	29.9	28.1	20.4
Tehachapi	8.0%	135.7	162.0	138.7	177.5	143.7	161.1	136.6	191.9	235.4	257.6	318.1
Wasco	10.0%	12.6	14.9	11.2	9.9	10.7	8.1	9.9	9.9	12.9	13.6	17.4
KINGS COUNTY												
Unincorporated	10.0%	103.7	98.2	125.7	152.3	165.7	182.8	199.1	188.8	217.1	200.4	219.5
Avenal	6.0%	0.2	0.7	5.8	3.5	6.1	4.9	4.3	5.4	6.7	5.4	5.3
Corcoran	8.0%	24.8	30.8	21.5	19.6	27.7	27.4	30.5	31.0	32.2	39.2	32.5
Hanford	8.0%	117.4	115.1	136.3	168.6	185.8	221.4	307.0	321.0	280.1	293.1	302.6
Lemoore	8.0%	87.2	118.7	103.8	124.9	144.0	163.6	184.2	178.3	167.8	203.2	228.4
LAKE COUNTY												
Unincorporated	9.0%	467.8	432.8	436.0	498.7	574.9	691.5	699.1	733.8	716.0	840.0	890.9
Clearlake	9.0%	121.9	91.0	133.3	121.9	148.1	175.0	164.4	158.4	165.1	166.4	181.4
Lakeport	10.0%	113.8	115.9	113.4	109.9	132.4	172.3	163.2	168.9	167.9	162.5	154.0
LASSEN COUNTY												
Unincorporated	10.0%	31.4	21.4	24.4	22.7	31.7	55.3	50.2	51.9	50.4	51.2	54.1
Susanville	10.0%	301.9	269.4	267.1		297.2	327.3	346.6	362.5	354.3	450.7	465.0
LOS ANGELES COUNTY												
Unincorporated	12.0%	7,547.4	8,965.2	10,177.3	10,295.4	9,633.5	10,202.9	9,383.2	8,820.1	10,269.5	10,345.5	12,217.6
Agoura Hills	12.0%	322.2	404.2	533.0	605.5	786.6	896.2	782.9	1,032.6	1,334.2	1,480.4	1,643.7
Alhambra	12.0%	198.5	319.6	225.7	235.8	227.0	205.6	238.4	166.1	179.9	212.9	222.9
Arcadia	10.0%	977.9	1,083.3	1,179.2	1,441.3	1,672.2	2,157.5	1,700.0	1,845.6	4,417.1	4,613.4	4,825.6
Artesia	6.0%	100.9	114.6	114.0	103.2	105.0	128.8	145.0	141.5	120.8	117.6	151.6
Avalon	12.0%	1,519.1	1,587.6	1,700.6	1,995.5	2,284.0	2,344.7	2,338.5	2,370.1	2,180.0	3,061.6	3,376.2
Azusa	7.5%	134.8	124.7	134.0	140.7	165.1	194.3	186.9	209.5	218.1	221.8	242.6

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California Transient Occupancy Tax by Jurisdiction

		Fiscal Year										
		Amounts in \$000										
	*Rate	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
LOS ANGELES COUNTY												
Baldwin Park	10.0%	171.1	150.2	152.5	157.7	208.9	173.7	247.0	294.5	302.9	215.9	356.3
Bell	8.0%	103.5		85.9	85.1	300.3	133.6	222.2	130.0	130.0	132.3	167.4
Bell Gardens	8.0%	126.7	87.4	87.8	123.4	80.4	154.4	113.8	104.5	152.2	149.5	203.3
Bellflower	9.0%	295.8	285.8	312.1	322.4	386.8	475.0	505.7	499.8	518.8	520.3	585.0
Beverly Hills	14.0%	11,518.8	12,458.4	13,085.8	14,765.0	17,419.2	17,817.9	14,648.2	14,798.0	16,683.7	19,263.7	22,842.3
Burbank	10.0%	2,058.6	2,216.8	2,452.2	2,537.5	2,799.7	3,068.3	2,892.7	3,419.2	4,235.6	4,830.1	5,535.3
Calabasas	12.0%	397.8	444.2	462.1	509.9	540.6	668.3	676.6	1,029.0	922.0	1,214.1	1,351.8
Carson	9.0%	441.9	524.2	657.1	638.1	682.3	827.8	756.4	773.6	869.4	1,196.9	1,292.4
Cerritos	6.0%	282.1	306.2	322.8	314.5	345.4	367.2	323.9	294.8	312.2	423.2	443.5
Claremont	10.0%	317.5	326.5	532.6	450.5	364.0	479.8	418.3	419.2	391.9	481.6	446.0
Compton	7.5%	61.5	50.1	105.7	155.5	173.2	191.8	193.9	194.4	202.6	198.9	226.1
Covina	10.0%	355.3	420.4	377.5	446.9	477.9	485.1	426.6	424.7	449.9	484.6	578.4
Cudahy	8.0%	33.2	28.3	45.8	33.3	37.4	53.9	48.5	53.0	71.1	72.4	91.4
Culver City	12.0%	1,356.8	1,336.2	1,565.5	1,871.7	2,115.6	2,189.6	1,708.2	1,778.6	1,864.2	1,991.3	2,145.2
Diamond Bar	10.0%	227.5	311.3	228.7	338.7	480.2	553.0	503.5	578.7	628.6	654.8	718.9
Downey	9.0%	571.9	604.3	661.6	667.7	729.7	801.3	769.1	780.9	814.4	862.5	1,022.5
Duarte	10.0%	81.2	82.0	95.5	109.3	121.4	130.7	111.7	120.5	97.7	95.2	100.4
El Monte	10.0%	137.4	140.5	176.1	151.4	181.0	234.3	256.2	263.0	298.1	310.2	320.3
El Segundo	8.0%	1,433.4	1,895.8	2,099.4	2,744.7	2,474.7	3,111.8	2,848.8	2,844.7	3,345.2	3,848.1	4,170.0
Gardena	11.0%	341.1	354.1	342.2	346.3	394.0	387.8	380.4	475.3	562.5	574.2	524.1
Glendale	10.0%	1,357.2	1,518.5	1,634.4	1,711.2	1,838.5	2,240.0	2,329.1	1,999.1	2,019.9	2,213.2	2,653.0
Glendora	6.0%	49.1	48.8	43.9	56.1	58.0	50.8	65.7	66.7	82.6	76.3	88.0
Hawthorne	12.0%	206.7	210.4	230.2	227.9	227.7	292.7	623.3	929.7	1,096.7	1,737.7	1,937.2
Hermosa Beach	10.0%	260.5	353.4	394.6	549.9	711.9	793.8	1,153.0	1,054.3	1,291.7	1,477.8	1,628.4
Huntington Park	5.0%	36.8	36.3	34.1	36.2	36.5	39.2	33.6	21.5	30.6	22.1	36.7
Industry	10.0%	422.7	521.2	530.9	447.3	510.5	488.4	419.5	466.5	696.7	811.1	879.9
Inglewood	14.0%	1,400.4	2,041.2	1,748.2	2,115.2	2,253.5	2,265.7	1,921.6	1,800.0	1,875.0	2,521.5	2,838.7
La Mirada	7.0%	435.3	483.7	473.6	473.6	707.6	781.1	663.1	644.4	700.3	695.9	827.8
La Puente	10.0%	37.4	37.2	44.5	50.2	49.3	66.7	78.8	79.2	80.0	82.4	86.8
Lakewood	8.0%	68.3	65.6	58.9	60.3	45.2	30.8	26.5	28.3	30.4	32.7	35.8
Lancaster	7.0%	705.8	898.5	947.2	973.6	1,022.6	1,107.3	1,025.3	1,092.1	1,214.2	1,225.2	1,229.7

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LOS ANGELES COUNTY												
Lawndale	9.0%	217.2	206.2	185.6	201.0	281.5	366.1	320.6	297.3	345.8	405.7	467.1
Lomita	10.0%	88.9	72.9	103.0	69.1	94.2	98.3	111.4	144.0	100.8	113.7	116.8
Long Beach	12.0%	7,801.0	9,340.0	10,346.3	9,142.7	10,061.0	13,335.8	12,446.7	13,133.4	14,088.2	15,135.4	16,547.5
**Los Angeles	14.0%	75,021.7	85,860.9	92,052.2	99,237.4	105,868.0	116,888.2	101,125.2	99,779.1	105,526.4	137,578.5	136,752.1
Malibu	12.0%	581.6	603.9	656.7	770.6	852.3	835.6	831.3	830.0	874.9	915.8	971.2
Manhattan Beach	10.0%	1,688.0	1,710.7	1,763.4	2,259.9	2,522.9	2,710.4	2,101.6	2,031.4	2,161.8	2,090.2	2,715.6
Maywood	5.0%	22.1	27.1	21.6	36.2	25.0	26.6	37.8	39.7	28.6	42.1	37.4
Monrovia	10.0%	495.8	570.1	680.8	833.8	829.2	829.1	769.2	774.2	877.5	960.2	1,005.9
Montebello	10.0%	160.8	181.6	200.9	227.1	239.6	248.2	224.7	192.6	263.9	261.5	285.0
Monterey Park	12.0%	606.3	593.4	529.6	575.4	529.0	554.5	520.9	512.5	501.1	500.0	594.9
Norwalk	10.0%	514.1	557.6	641.3	665.2	761.0	807.4	738.9	699.2	828.1	1,007.6	1,388.8
Palmdale	7.0%	369.7	422.5	433.9	442.4	448.9	805.6	887.9	1,036.5	1,215.8	1,317.8	1,407.3
Pasadena	12.1%	4,916.0	5,386.0	6,167.9	6,419.4	7,399.5	7,979.5	7,596.1	8,107.7	8,195.4	8,883.6	10,246.6
Pico Rivera	10.0%	121.8	105.7	111.4	111.4	153.5	195.6	219.3	238.6	254.0	262.7	324.1
Pomona	10.0%	1,038.8	1,140.6	1,199.9	1,255.5	1,346.9	1,445.1	1,407.1	1,348.9	1,483.0	1,473.8	1,865.0
Rancho Palos Verdes	10.0%	8.3	4.5	5.7	6.4	5.2	8.6	9.6	15.5	31.3	27.6	31.5
Redondo Beach	12.0%	1,942.8	2,087.6	2,178.2	2,326.1	2,416.3	3,030.1	2,514.5	2,525.9	2,692.0	2,646.4	3,349.8
Rosemead	10.0%	735.6	777.6	822.6	809.5	856.0	899.0	900.9	968.1	1,081.2	1,102.8	1,207.3
San Dimas	8.0%	279.7	308.7	331.6	380.2	496.2	558.8	577.8	607.8	630.5	672.6	714.3
San Gabriel	10.0%	81.2	96.6	89.5	85.4	77.2	78.2	46.7	64.5	53.6	200.0	300.0
Santa Clarita	10.0%	374.6	450.0	432.7	641.7	887.4	1,064.3	1,073.1	1,152.9	1,419.9	1,558.3	1,824.4
Santa Fe Springs	10.0%	115.1	104.0	146.8	196.5	227.1	232.5	257.2	237.5	252.5	242.9	288.4
Santa Monica	14.0%	10,925.3	12,734.8	14,200.8	15,418.2	17,880.1	19,218.2	16,348.3	17,058.7	19,850.0	23,419.1	29,209.2
Signal Hill	9.0%	123.4	118.6	120.8	133.0	141.2	178.3	174.2	179.7	183.8	197.0	211.1
South El Monte	8.0%	154.9	150.6	151.1	131.7	142.8	221.8	218.1	216.8	211.6	223.2	240.9
South Gate	8.0%	221.1	231.0	183.2	158.8	242.9	262.7	278.2	260.1	225.8	243.9	266.6
Temple City	10.0%	31.8	32.0	30.6	30.8	36.8	34.6	35.0	37.4	41.0	38.9	41.9
Torrance	11.0%	3,764.2	4,607.2	4,872.2	5,692.5	5,985.5	6,788.5	5,603.5	5,511.2	5,702.5	6,451.3	6,694.2
West Covina	10.0%	582.7	634.0	575.6	678.1	739.1	832.3	784.7	822.8	853.8	915.3	932.9
West Hollywood	12.5%	5,100.2	6,129.5	7,589.3	7,857.4	8,806.7	9,609.9	7,888.5	8,050.8	9,288.7	11,262.7	12,791.3
Westlake Village	10.0%	306.2	363.4	441.0	473.0	563.2	593.4	591.8	629.1	648.2	681.6	680.2

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LOS ANGELES COUNTY												
Whittier	10.0%	274.4	389.0	427.5	474.3	493.4	515.5	509.1	508.9	547.7	573.2	658.9
MADERA COUNTY												
Unincorporated	9.0%	1,067.9	1,072.2	1,135.4	1,182.6	1,245.2	1,312.0	1,343.2	1,395.9	1,487.9	1,608.6	1,778.6
Chowchilla	10.0%	21.1	23.0	32.6	34.6	35.0	40.5	66.7	69.2	74.5	82.8	98.0
Madera	9.0%	183.3	171.1	170.5	187.1	206.2	253.2	262.0	280.0	278.6	286.5	326.4
MARIN COUNTY												
Unincorporated	10.0%	987.6	1,169.0	1,301.1	1,379.1	1,372.0	1,538.2	1,501.6	1,489.8	1,445.8	1,522.6	1,558.5
Corte Madera	10.0%	429.4	499.0	546.4	596.8	618.4	670.1	540.5	481.5	514.1	520.5	584.8
Fairfax	10.0%				15.5	22.8	28.8	26.9	24.1	27.7	20.1	16.0
Larkspur	10.0%	470.8	496.8	561.9	576.6	620.8	628.0	426.9	406.0	409.4	383.1	520.2
Mill Valley	10.0%	167.6	203.2	212.1	229.3	356.6	435.8	369.2	326.4	349.6	388.8	428.5
Novato	11.0%	262.4	288.7	383.0	502.5	1,007.6	1,135.6	950.0	869.4	886.8	931.4	1,053.2
San Rafael	10.0%	1,159.2	1,402.1	1,567.2	1,695.2	1,847.4	1,816.6	1,452.7	1,395.3	1,279.0	1,339.7	1,543.0
Sausalito	12.0%	366.4	451.2	530.6	606.3	672.7	686.5	595.6	593.7	641.6	782.2	946.2
Tiburon	10.0%	249.1	296.1	295.1	289.5	317.7	450.7	432.1	367.1	331.1	314.0	205.0
MARIPOSA COUNTY												
Unincorporated	10.0%	5,122.3	4,968.7	5,715.9	5,984.7	6,141.3	6,808.0	7,248.1	7,459.5	7,830.9	8,296.5	8,737.1
MENDOCINO COUNTY												
Unincorporated	10.0%	2,740.8	2,768.1	3,056.3	3,360.4	3,589.9	3,966.1	3,863.4	3,551.5	3,520.4	3,577.7	3,657.1
Fort Bragg	10.0%	750.3	778.1	783.3	924.7	1,093.2	1,239.6	1,344.6	1,298.5	1,317.0	1,311.3	1,395.8
Point Arena	10.0%	43.2	44.9	46.2	41.1	53.1	70.5	57.6	53.4	54.7	64.9	68.1
Ukiah	8.0%	204.9	195.1	185.8	211.5	233.2	274.1	297.3	390.2	410.8	421.5	487.7
Willits	9.0%	150.3	137.4	142.1	140.5	168.3	193.4	201.5	194.4	202.6	203.4	213.8
MERCED COUNTY												
Unincorporated	10.0%	248.6	287.0	356.0	341.2	604.9	412.2	385.9	459.7	595.1	650.8	626.7
Atwater	8.0%	44.6	25.1	34.4	36.5	43.9	53.3	61.9	60.2	60.6	64.1	63.4
Gustine	7.0%	0.8	0.3	0.2	0.3	0.5	0.3	0.5	0.0	0.2	0.2	0.0
Livingston	6.0%	2.0	1.8	1.8	2.1	2.2	2.4	1.9	2.1	2.5	2.8	2.7
Los Banos	10.0%	101.9	96.6	113.1	122.3	147.5	121.0	156.9	142.8	205.0	195.6	214.8
Merced	10.0%	624.6	522.4	547.6	580.8	610.2	666.6	654.3	630.8	716.8	760.5	910.8

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MODOC COUNTY												
Unincorporated	4.0%	10.8	9.2	10.4	11.8	15.1	19.5	22.4	22.6	25.4	27.6	30.2
Alturas	10.0%	108.2	97.0	91.8	102.0	104.3	107.6	135.6	134.7	139.2	133.7	136.4
MONO COUNTY												
Unincorporated	12.0%	804.4	839.9	1,068.8	848.9	1,106.7	1,087.7	1,314.4	1,880.0	2,073.0	2,126.1	2,509.1
Mammoth Lakes	12.0%	3,756.4	4,043.6	4,218.5	4,381.6	4,989.3	5,536.6	5,995.5	7,664.4	8,382.1	9,635.4	10,634.3
MONTEREY COUNTY												
Unincorporated	10.5%	9,537.9	10,544.3	10,435.0	11,285.0	12,674.9	14,278.4	13,286.5	13,476.8	13,452.3	14,420.2	15,833.7
Carmel-By-The-Sea	10.0%	3,237.2	3,523.3	3,550.6	3,603.7	3,941.8	3,911.8	3,637.6	3,345.3	3,490.8	3,527.7	3,879.1
Gonzales	8.0%	3.2	6.5	3.3	3.0	3.1	2.8	2.7	2.5	3.3	2.4	3.0
Greenfield	8.0%	6.0	13.9	15.5	14.3	9.7	12.4	20.6	19.9	12.9	12.1	13.8
King City	10.0%	175.3	173.7	177.0	201.6	262.6	297.7	251.2	263.1	248.6	237.7	258.4
Marina	10.0%	440.2	470.3	522.5	457.4	840.7	1,055.9	967.4	1,025.2	1,151.5	1,025.4	1,274.4
Monterey	10.0%	10,793.5	11,816.5	12,630.8	12,949.7	14,345.7	14,550.5	12,875.0	12,531.0	12,829.3	13,628.1	14,180.3
Pacific Grove	10.0%	2,320.4	2,455.4	2,531.4	2,587.5	2,996.4	3,028.2	2,937.8	2,785.5	2,831.0	3,275.1	2,820.4
Salinas	10.0%	859.0	1,076.4	1,141.8	1,274.2	1,319.8	1,558.5	1,407.6	1,340.1	1,386.9	1,542.1	1,596.0
Seaside	12.0%	905.5	1,444.4	1,739.9	1,682.5	2,043.7	2,116.8	1,862.2	1,801.9	1,765.5	1,829.7	2,072.3
Soledad	9.0%	85.6	81.5	87.5	64.6	103.3	96.8	81.5	74.9	76.9	94.9	88.3
NAPA COUNTY												
Unincorporated	12.0%	3,604.1	4,025.3	4,393.7	4,865.1	5,029.4	5,743.1	4,293.5	4,774.4	4,778.8	6,001.1	7,450.9
American Canyon	12.0%										117.8	216.7
Calistoga	12.0%	1,348.4	1,637.8	1,898.5	2,110.2	2,253.2	2,335.7	2,381.8	2,262.5	2,193.7	2,229.5	2,336.1
Napa	12.0%	3,031.6	2,923.8	3,320.5	3,584.5	4,056.6	4,386.5	4,268.9	4,753.7	5,121.8	5,695.0	6,101.6
St. Helena	12.0%	711.9	839.4	909.9	1,021.0	1,167.6	1,189.9	1,080.4	1,096.5	1,147.2	1,146.1	1,306.3
Yountville	12.0%	702.7	825.0	948.9	1,415.4	1,955.9	2,117.3	1,989.1	2,090.0	2,411.1	2,842.5	3,053.8
NEVADA COUNTY												
Unincorporated	10.0%	178.8	215.3	229.3	250.0	230.0	275.0	264.6	266.5	277.9	188.9	222.2
Grass Valley	10.0%	114.3	119.8	122.9	129.8	126.1	144.4	131.4	196.4	238.9	425.4	466.5
Nevada City	10.0%	240.6	269.1	289.1	348.5	362.5	366.9	358.8	428.5	331.7	353.4	346.6
Truckee	10.0%	571.3	607.6	710.8	771.8	928.5	978.6	1,030.0	1,002.9	927.7	1,010.4	1,184.5
ORANGE COUNTY												
Unincorporated	10.0%		281.6	147.2	296.2	158.8	337.5	232.0	230.0	235.7	204.8	155.8
Anaheim	15.0%	44,702.9	44,619.0	44,359.5	44,726.9	45,652.1	57,521.3	57,037.3	55,508.5	62,336.4	65,796.1	74,909.5

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ORANGE COUNTY												
Brea	10.0%	749.6	836.0	941.1	1,029.8	1,124.1	1,250.9	1,155.4	1,154.3	1,184.8	1,198.9	1,299.3
Buena Park	12.0%	2,681.1	3,044.1	2,986.1	3,422.9	3,384.4	3,767.6	3,783.5	3,612.9	3,884.0	4,150.4	4,328.9
Costa Mesa	6.0%	2,977.7	3,466.9	3,846.2	4,428.3	4,118.0	4,687.8	3,854.2	3,812.7	4,150.4	4,684.6	5,500.0
Cypress	10.0%	587.2	692.8	664.4	862.3	1,017.0	1,101.6	1,034.2	1,191.4	1,346.2	1,499.6	1,734.6
Dana Point	10.0%	4,402.2	5,038.0	5,189.2	6,079.0	5,944.8	6,250.0	7,102.8	8,109.6	8,367.4	7,660.1	9,337.3
Fountain Valley	9.0%	591.7	580.5	623.6	640.9	680.4	756.0	647.7	619.6	637.5	752.0	816.7
Fullerton	10.0%	1,246.8	1,398.7	1,457.2	1,464.8	1,616.8	1,806.0	1,533.8	1,486.7	1,638.3	1,739.1	2,076.2
Garden Grove	13.0%	1,481.2	1,586.1	1,687.5	1,453.8	1,904.0	3,221.9	4,280.8	5,861.6	8,628.3	9,820.5	11,400.0
Huntington Beach	10.0%	1,632.9	1,295.1	1,305.8	1,430.2	1,592.8	2,431.7	2,140.4	3,490.5	4,589.8	5,355.2	5,948.2
Irvine	8.0%	4,198.6	4,828.8	5,570.1	5,730.2	6,446.1	7,288.0	6,009.5	6,112.1	6,688.2	7,295.0	8,708.1
La Palma	7.0%	130.2	148.8	185.1	193.8	187.3	214.0	184.1	143.1	164.2	212.6	245.0
Laguna Beach	10.0%	2,375.2	2,644.8	2,902.2	3,025.1	3,385.4	3,783.3	3,619.1	3,694.4	5,152.2	7,308.1	8,103.6
Laguna Hills	10.0%	226.5	710.9	843.0	888.1	961.7	1,041.7	840.8	962.2	987.6	980.6	1,156.4
Laguna Niguel	8.0%	2.2	4.6	12.2	10.2	12.4	16.9	25.3	34.3	45.1	42.0	47.6
Lake Forest	10.0%	365.1	376.6	609.8	786.7	1,001.4	1,139.9	960.2	1,051.4	1,305.7	1,789.2	2,168.9
Los Alamitos	8.0%	34.4		31.7	41.4	46.6	72.4	64.6	47.4	66.7	72.2	73.1
Mission Viejo	8.0%	136.5	157.1	166.3	186.4	237.6	431.6	402.9	396.7	419.9	404.2	536.7
Newport Beach	10.0%	6,322.1	6,925.2	7,668.3	7,498.0	8,082.7	8,017.2	7,666.9	8,784.0	10,785.3	11,644.8	12,196.7
Orange	10.0%	2,202.2	2,548.1	2,707.8	2,734.0	2,874.4	3,281.6	2,755.0	2,635.3	2,740.4	2,772.2	3,234.7
Placentia	10.0%	442.0	524.6	469.8	478.1	512.2	572.9	528.9	499.4	528.8	603.1	728.4
San Clemente	10.0%	449.9	635.5	635.7	723.3	988.3	994.9	1,008.7	961.9	1,043.0	1,161.3	1,264.5
San Juan Capistrano	10.0%	63.0	80.3	76.0	142.1	144.3	163.0	225.2	197.2	226.2	213.5	250.3
Santa Ana	11.0%	2,611.7	3,094.9	3,443.5	3,706.5	3,864.6	4,366.5	3,899.3	3,997.3	4,437.8	5,469.6	6,944.8
Seal Beach	9.0%	199.4	183.9	236.3	260.0	293.7	300.5	285.1	480.3	608.5	623.8	661.6
Stanton	8.0%	282.2	292.9	331.2	364.2	375.7	410.6	325.1	297.0	269.0	310.7	327.6
Tustin	6.0%	104.9	115.7	130.3	131.4	138.0	154.3	144.2	147.4	150.8	139.9	155.1
Westminster	8.0%	237.1	272.0	300.9	336.3	358.9	409.7	424.5	403.4	460.1	483.8	537.9
Yorba Linda	10.0%	183.4	186.2	148.6	197.9	219.9	211.1	210.6	213.9	292.4	354.5	387.2
PLACER COUNTY												
Unincorporated	10.0%	4,123.8	5,105.5	6,256.6	6,934.9	7,348.3	7,577.5	7,451.1	7,033.9	7,185.3	7,822.6	7,726.1
Auburn	8.0%	158.8	154.2	173.1	170.3	182.0	205.9	207.9	198.6	204.7	215.6	220.4

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PLACER COUNTY												
Colfax	8.0%	11.6	4.5	9.8	8.6	9.3	10.7	10.3	11.0	11.0	12.8	18.5
Lincoln	10.0%					8.8	55.9	44.6	34.3	22.9	17.1	0.0
Loomis	8.0%	14.6	13.6	16.9	16.6	14.5	18.3	17.5	25.0	25.0	38.0	37.1
Rocklin	8.0%	183.9	245.4	223.4	268.8	360.6	598.3	422.8	244.3	545.5	542.2	604.6
Roseville	6.0%	265.5	281.8	402.9	671.7	948.7	1,118.3	1,086.6	1,197.6	1,327.6	1,512.2	1,512.2
PLUMAS COUNTY												
Unincorporated	9.0%	716.3	774.4	768.2	850.0	940.1	993.2	1,063.6	1,083.1	1,070.5	1,065.1	1,101.9
Portola	9.0%	9.6	11.2	9.9	13.4	13.1	14.7	14.7	15.4	18.1	16.8	16.3
RIVERSIDE COUNTY												
Unincorporated	10.0%	830.7	796.9	775.8	870.4	944.0	1,193.8	1,275.0	1,242.3	1,149.0	1,461.0	1,657.3
Banning	6.0%	103.0	119.5	91.8	137.2	150.4	192.7	151.0	139.4	175.2	192.6	188.0
Beaumont	10.0%	38.2	49.0	50.6	60.6	72.6	69.7	67.8	107.0	121.6	144.8	100.4
Blythe	10.0%	524.0	540.3	598.0	642.8	648.0	678.4	871.8	847.8	749.2	738.2	889.9
Calimesa	10.0%	9.9	14.6	11.1	11.0	11.2	10.7	11.5	12.3	14.9	22.2	18.2
Canyon Lake	10.0%	7.6	8.5	3.8	3.2	10.9	5.6	8.0	8.5	16.3	24.4	27.9
Cathedral City	11.0%	788.1	853.2	1,115.5	1,382.2	1,363.1	1,391.3	1,094.7	1,472.2	1,248.0	1,296.0	1,426.3
Corona	10.0%	349.6	383.5	468.6	527.9	717.4	816.8	846.5	855.5	914.7	1,088.5	1,366.0
Desert Hot Springs	10.0%	535.3	533.8	597.6	691.4	731.4	817.6	849.2	774.9	782.7	817.1	904.7
Hemet	10.0%	234.4	245.1	266.6	288.0	306.7	343.2	381.8	432.2	481.9	594.6	917.8
Indian Wells	9.3%	3,327.6	3,541.2	3,922.1	4,265.8	4,432.4	4,421.0	3,166.1	3,639.3	4,267.2	4,884.7	5,352.9
Indio	10.0%	639.7	702.7	693.1	826.3	914.2	964.2	995.9	1,040.9	1,097.4	1,220.0	1,322.0
La Quinta	11.0%	2,676.0	3,071.8	3,236.3	3,547.7	4,198.0	4,249.8	3,967.0	4,115.9	4,261.8	4,831.3	5,437.2
Lake Elsinore	10.0%	77.4	80.4	87.6	103.5	106.9	117.7	115.2	124.3	123.7	127.9	157.1
Moreno Valley	8.0%	217.5	209.1	220.6	233.5	271.8	305.2	301.2	358.5	455.0	519.2	582.3
Norco	8.0%	26.4	30.6	60.2	38.2	30.9	44.4	28.5	47.3	70.1	68.6	87.3
Palm Desert	9.0%	4,919.3	5,458.2	6,594.7	7,351.9	7,834.4	7,415.0	7,050.1	7,435.9	7,609.2	7,718.3	8,132.7
Palm Springs	12.5%	8,403.1	9,092.3	9,714.2	10,954.2	11,861.0	11,681.4	12,046.1	12,420.3	12,317.4	13,360.0	14,676.5
Perris	10.0%	43.9	65.4	80.2	63.6	65.6	80.9	75.7	84.6	85.5	104.1	113.3
Rancho Mirage	10.0%	4,136.5	4,518.0	4,917.2	4,982.6	5,208.6	5,442.3	4,926.0	5,195.7	5,148.7	5,687.3	5,877.5
Riverside	11.0%	1,371.5	1,496.3	1,858.3	2,110.9	2,322.4	2,396.2	2,739.0	2,868.5	3,169.5	3,418.1	3,543.4
San Jacinto	8.0%	7.4	8.6	10.1	9.1	13.6	13.8	15.6	12.9	17.4	24.7	26.9
Temecula	8.0%	675.4	752.7	854.0	1,012.6	1,206.1	1,345.5	1,424.2	1,564.8	1,622.0	1,849.8	2,085.1

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SACRAMENTO COUNTY												
Unincorporated	12.0%	4,985.7	5,524.5	6,100.5	6,364.4	7,754.8	8,624.8	8,363.5	8,065.1	6,043.1	6,050.5	6,595.6
Citrus Heights	12.0%			49.4	44.8	51.8	66.0	57.8	65.4	42.0	30.6	25.4
Folsom	8.0%	154.0	301.9	250.4	262.3	565.4	718.4	667.2	711.4	850.4	1,074.2	1,270.2
Galt	10.0%	56.7	39.5	99.8	108.2	129.6	152.1	156.9	144.2	136.4	129.4	126.3
Isleton	10.0%	2.8	1.5	1.5	2.2	2.8	4.2	4.5	6.0	4.5	5.9	6.2
Rancho Cordova	12.0%									2,258.2	2,697.0	2,581.4
Sacramento	12.0%	9,825.7	10,441.1	11,940.4	12,795.3	13,841.8	15,785.8	15,762.5	16,199.1	16,106.2	17,238.1	18,495.2
SAN BENITO COUNTY												
Unincorporated	8.0%	81.0	91.0	95.6	97.0	90.4	95.7	128.2	97.2	96.9	90.6	81.5
Hollister	8.0%	74.1	87.9	88.7	116.2	100.4	114.9	99.1	90.7	88.8	97.3	97.2
San Juan Bautista	12.0%	43.7	78.3	89.6	100.5	92.9	107.5	98.5	100.4	79.0	96.8	80.1
SAN BERNARDINO COUNTY												
Unincorporated	7.0%	1,251.0	1,115.2	1,168.8	1,153.6	1,277.2	1,422.7	1,466.8	1,153.8	1,165.2	1,182.9	1,181.9
Adelanto	10.0%	33.9	34.2	32.3	16.5		26.0	30.1	21.8	44.4	31.9	14.9
Apple Valley	7.0%	4.9	3.0	4.2	6.3	6.6	9.0	8.4	9.0	10.1	12.1	17.0
Barstow	12.5%	1,096.3	1,195.4	1,110.2	1,285.2	1,302.0	1,441.1	1,268.9	1,346.7	1,741.0	1,961.5	2,282.6
Big Bear Lake	6.0%	957.5	1,100.1	1,335.2	1,419.6	1,581.7	1,859.3	1,831.6	1,878.2	1,891.2	2,243.6	2,247.8
Chino	8.0%	146.9	123.6	135.7	139.2	150.2	161.7	174.1	162.7	182.4	305.2	321.0
Colton	10.0%	107.5	91.5	119.0	115.9	151.3	126.5	184.9	149.2	322.6	436.5	570.5
Fontana	8.0%	141.6	142.3	167.8	192.4	205.8	182.9	260.6	329.1	362.7	396.2	405.7
Hesperia	7.0%	47.3	36.8	77.2	67.4	104.0	120.5	121.1	175.1	354.1	428.3	573.2
Highland	7.0%	21.4	23.1	24.1	26.2	26.5	28.1	29.0	29.1	37.7	42.3	48.3
Loma Linda	10.0%	2.6		5.9	5.7	7.5	8.4	8.9	8.8	8.3	3.2	57.7
Montclair	10.0%	13.6	16.9	13.6	18.7	16.0	13.4	20.6	24.3	23.5	21.2	35.1
Needles	10.0%		368.4	388.2	444.7	481.6	518.5	570.6	547.3	544.1	538.9	606.2
Ontario	11.8%	4,387.2	5,162.0	5,781.7	6,684.0	7,447.9	7,488.4	8,180.4	8,673.7	9,400.0	10,381.2	11,066.4
Rancho Cucamonga	10.0%	120.1	169.9	166.9	153.9	212.0	217.7	229.4	347.1	254.5	191.2	629.0
Redlands	10.0%	183.8	202.3	229.8	226.6	282.5	341.3	398.1	431.7	488.2	612.3	641.7
Rialto	9.0%	57.6	35.9	145.5	178.2	184.3	141.2	162.9	167.2	182.3	203.3	208.1
San Bernardino	10.0%	1,427.0	1,733.9	1,679.5	1,893.0	1,954.5	2,272.8	2,423.1	2,540.4	2,797.3	2,978.2	2,907.8
Twentynine Palms	9.0%	171.1	207.3	207.0	239.1	284.4	322.6	374.5	387.0	458.8	479.3	596.2
Upland	10.0%	65.9	72.3	75.4	81.3	77.5	66.9	98.0	96.2	117.3	213.1	192.2

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SAN BERNARDINO COUNTY												
Victorville	7.0%	435.3	479.8	483.6	500.3	559.2	645.1	732.5	744.6	747.3	790.1	865.8
Yucaipa	7.0%	2.9	4.4	4.9	5.8	13.8	14.7	15.7	16.7	19.8	21.8	22.3
Yucca Valley	7.0%	72.1	70.0	76.1	83.8	103.6	110.1	113.3	116.7	128.1	136.5	137.7
SAN DIEGO COUNTY												
Unincorporated	9.0%	2,383.3	2,232.2	2,489.9	2,680.0	2,739.1	2,938.0	2,905.1	2,967.7	2,961.2	3,851.3	3,180.4
Carlsbad	10.0%	3,406.9	3,879.8	5,841.2	7,010.2	8,287.8	9,234.7	8,443.1	8,302.7	8,933.5	10,031.6	11,510.1
Chula Vista	10.0%	1,316.3	1,445.4	1,684.2	1,806.8	1,990.9	2,159.0	2,051.3	2,024.4	1,884.5	2,203.1	2,340.5
Coronado	8.0%	5,300.5	6,117.4	6,913.9	7,206.9	7,825.4	7,903.0	7,252.5	7,785.2	7,991.0	8,231.5	8,624.4
Del Mar	10.5%	864.2	1,023.0	1,203.5	1,333.0	1,495.7	1,512.7	1,342.0	1,409.6	1,489.1	1,489.1	1,564.6
El Cajon	10.0%	508.6	550.9	704.2	753.3	826.1	830.1	943.5	935.0	997.3	1,008.5	1,098.8
Encinitas	10.0%	485.3	541.1	627.2	853.7	972.7	1,044.0	938.4	928.2	1,000.3	1,001.9	1,100.0
Escondido	10.0%	503.7	522.4	626.6	843.2	955.0	1,141.1	1,059.0	1,119.1	1,189.3	1,176.5	1,221.4
Imperial Beach	10.0%	52.9	81.9	101.8	121.2	153.0	216.9	215.6	272.9	233.9	279.8	240.0
La Mesa	10.0%	401.9	457.2	547.8	642.2	642.9	901.7	733.9	743.5	820.5	859.0	872.3
Lemon Grove	6.0%	25.8	19.3	19.0	22.8	26.1	29.5	30.6	28.3	28.6	31.2	31.8
National City	10.0%	517.2	566.3	717.4	847.1	871.8	1,034.1	1,039.2	915.8	1,010.6	891.4	829.9
Oceanside	10.0%	631.9	694.2	840.0	989.1	1,437.8	1,570.0	1,562.9	1,636.6	1,824.1	2,014.9	2,185.1
Poway	8.0%	49.2	62.4	73.5	84.1	99.9	115.6	91.9	115.8	167.7	167.7	190.1
San Diego	10.5%	64,201.9	74,042.4	84,261.9	92,127.4	96,615.9	108,871.2	98,327.3	108,200.0	110,306.7	121,023.5	138,526.4
San Marcos	10.0%	41.3	55.5	63.6	90.5	95.4	80.3	209.4	245.9	279.0	282.9	327.6
Santee	6.0%	63.2	71.3	74.7	83.8	91.7	98.5	99.9	109.1	116.9	123.9	118.7
Solana Beach	10.0%	240.2	256.6	356.4	383.9	428.3	598.1	534.2	515.6	561.4	730.3	919.6
Vista	10.0%	168.6	188.3	242.4	263.4	276.7	302.5	300.4	326.8	356.3	365.6	404.5
SAN FRANCISCO COUNTY												
San Francisco	14.0%	102,960.0	137,649.1	150,163.0	156,313.3	177,887.0	188,377.2	133,336.9	130,036.6	145,205.9	157,150.7	179,076.5
SAN JOAQUIN COUNTY												
Unincorporated	8.0%	231.6	211.0	218.9	215.1	243.7	295.0	268.5	346.7	313.7	340.0	419.4
Escalon	10.0%	4.9	4.2	3.6	3.7	3.3	2.3	2.7	2.3	1.2	3.7	2.2
Lathrop	9.0%			99.0	139.9	172.2	220.2	135.7	149.4	151.5	165.8	178.5
Lodi	6.0%	277.8	249.1	277.8	305.3	318.0	390.2	438.7	399.8	316.8	352.5	368.0
Manteca	9.0%	193.8	205.0	240.6	269.1	307.2	352.6	335.5	329.9	367.1	461.2	476.9

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SAN JOAQUIN COUNTY												
Ripon	10.0%	2.3	2.2	2.3	2.3	2.3	2.8	3.3	4.1	5.0	3.9	7.9
Stockton	8.0%	808.9	854.3	947.0	1,385.4	1,549.4	1,989.3	2,005.0	2,046.6	2,029.5	2,160.4	2,171.4
Tracy	10.0%	181.9	140.4	225.6	351.7	557.5	719.3	656.8	672.1	699.7	769.0	744.0
SAN LUIS OBISPO COUNTY												
Unincorporated	9.0%	2,667.2	2,879.9	2,981.1	3,333.2	3,617.2	4,058.4	4,296.4	4,495.4	4,816.9	4,966.8	5,410.7
Arroyo Grande	10.0%	253.7	185.0	178.0	185.1	191.0	250.6	339.3	361.3	399.8	390.6	435.0
Atascadero	10.0%	177.4	177.4	191.0	200.0	261.7	296.2	260.5	281.0	313.5	386.2	479.5
El Paso De Robles	10.0%	481.8	527.2	583.1	629.3	759.4	1,192.9	1,039.8	1,123.5	1,297.1	1,468.9	1,612.7
Grover Beach	10.0%	61.9	112.2	127.4	136.7	143.6	140.2	165.6	158.1	174.2	180.0	220.0
Morro Bay	10.0%	1,067.6	1,101.9	1,198.9	1,465.7	1,604.5	1,771.9	1,776.2	1,712.3	1,730.9	1,636.9	1,800.3
Pismo Beach	10.0%	2,917.9	2,980.5	3,004.2	3,061.9	3,703.1	4,144.3	4,291.9	4,333.7	4,649.9	4,921.2	5,290.4
San Luis Obispo	10.0%	2,648.8	2,821.4	3,002.9	3,256.8	3,582.0	3,915.7	3,790.3	3,842.6	3,922.2	4,079.8	4,539.2
SAN MATEO COUNTY												
Unincorporated	10.0%	1,782.6	2,064.8	1,833.2	328.4	540.0	766.5	665.8	528.6	624.9	666.4	773.3
Belmont	10.0%	342.0	552.5	568.0	773.5	875.0	1,198.3	1,030.8	900.5	737.7	860.6	1,024.4
Brisbane	10.0%						549.0	374.0	345.1	568.9	550.4	913.0
Burlingame	10.0%	8,770.1	10,318.3	11,752.0	11,727.0	13,228.7	13,836.5	7,698.0	6,136.0	7,299.3	8,066.6	9,280.7
Daly City	10.0%	167.4	191.0	214.5	229.6	274.7	269.0	274.7	314.3	324.0	335.6	397.7
Foster City	8.0%	773.4	929.4	1,222.4	1,500.7	1,616.7	1,690.0	1,045.7	853.2	845.8	887.5	1,080.9
Half Moon Bay	10.0%	417.2	365.8	872.8	817.0	1,032.3	1,605.0	2,479.4	2,532.3	2,675.6	2,840.7	3,131.8
Menlo Park	10.0%	1,009.9	1,122.8	1,303.0	1,378.7	1,535.0	1,632.6	1,165.5	973.2	958.8	1,101.9	1,238.1
Millbrae	10.0%	3,029.9	3,579.0	3,946.9	4,092.8	4,467.1	4,456.3	2,734.7	2,241.6	2,219.0	2,281.0	2,607.4
Pacifica	10.0%	324.8	344.3	412.6	452.4	594.9	748.3	581.4	508.5	325.7	591.0	675.4
Redwood City	10.0%	1,303.4	1,492.8	1,634.5	2,134.4	2,464.9	2,599.8	1,570.7	1,484.8	1,837.4	2,227.6	2,649.6
San Bruno	10.0%	850.3	1,099.4	1,058.5	1,242.1	1,382.7	1,595.0	986.0	848.9	799.3	918.7	1,138.5
San Carlos	10.0%	133.2	155.0	321.4	707.6	1,005.0	1,188.0	612.0	463.0	429.2	479.1	617.5
San Mateo	10.0%	1,634.7	1,919.0	2,030.9	3,079.8	4,052.5	5,617.0	3,500.0	2,891.1	2,840.0	3,082.4	3,222.5
So. San Francisco	9.0%	4,332.5	5,008.7	5,462.0	5,547.9	5,404.7	6,057.1	4,023.7	3,852.1	3,927.0	4,511.9	5,466.6

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California Transient Occupancy Tax by Jurisdiction

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		Amounts in \$000										
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SANTA BARBARA COUNTY												
Unincorporated	10.0%	3,472.1	3,611.9	4,159.7	4,648.2	5,144.6	6,503.3	6,807.6	7,009.1	7,048.0	7,106.8	7,740.1
Buellton	10.0%	574.6	633.4	683.2	720.9	787.0	845.1	857.8	862.6	949.6	1,033.3	1,139.7
Carpinteria	10.0%	570.3	571.8	672.8	731.1	826.1	1,030.6	1,005.7	1,039.1	1,073.9	1,177.9	1,243.9
Lompoc	10.0%	643.2	652.5	723.7	717.4	807.7	937.2	945.2	968.2	1,077.3	1,224.2	1,227.6
Santa Barbara	12.0%	6,662.4	7,428.7	7,845.6	8,685.1	9,392.0	10,170.7	11,805.4	11,837.3	12,438.8	13,297.8	14,438.8
Santa Maria	10.0%	1,180.0	1,298.7	1,339.8	1,486.9	1,611.2	1,805.9	1,744.7	1,784.7	2,075.5	2,237.9	2,220.9
Solvang	10.0%	1,253.7	1,429.0	1,345.3	1,339.7	1,513.2	1,628.0	1,628.5	1,631.3	1,759.6	1,856.7	2,198.1
SANTA CLARA COUNTY												
Unincorporated	8.0%	211.6	241.8	283.8	297.8	322.1	436.1	307.3	375.7	405.0	429.9	407.9
Campbell	10.0%	643.6	789.1	878.1	930.5	1,224.4	1,573.9	1,053.9	970.0	882.5	894.2	1,341.5
Cupertino	10.0%	812.6	922.1	1,034.3	1,481.2	1,851.7	2,325.2	1,547.0	1,679.2	1,632.5	1,791.0	2,130.9
Gilroy	9.0%	379.7	493.0	555.6	551.6	708.4	929.7	870.9	768.1	737.7	782.1	817.3
Los Altos	11.0%	4.3	4.1	3.3	2.8	0.2	0.0	254.9	633.9	945.6	1,058.0	1,260.3
Los Gatos	10.0%	684.3	881.9	1,012.6	1,025.0	1,215.7	1,286.3	788.4	713.1	829.0	868.8	1,028.7
Milpitas	10.0%	2,496.7	2,973.1	3,884.1	4,760.2	6,327.7	8,097.6	5,734.0	4,968.4	4,670.5	4,988.8	5,669.5
Morgan Hill	10.0%	460.1	600.9	675.9	756.8	1,089.9	1,369.2	931.7	882.2	874.6	956.3	1,029.8
Mountain View	10.0%	1,500.9	1,741.8	2,267.0	2,565.6	3,778.0	4,764.4	2,873.9	2,367.4	2,246.1	2,582.8	3,278.3
Palo Alto	10.0%	4,279.0	5,106.7	5,846.3	6,550.7	8,293.2	9,358.9	6,614.8	5,333.0	5,489.0	5,813.5	6,242.2
San Jose	10.0%	12,047.3	14,536.1	17,552.1	18,203.3	20,681.3	25,508.1	16,577.5	14,785.5	14,675.7	15,934.7	19,319.7
Santa Clara	9.5%	7,142.9	8,415.1	10,286.6	10,377.6	11,456.4	14,811.2	9,393.4	8,223.2	6,323.4	7,928.8	8,866.0
Saratoga	10.0%	180.5	242.2	253.7	233.2	271.7	286.0	218.8	186.4	178.1	147.0	163.2
Sunnyvale	8.5%	5,011.1	6,092.5	7,273.4	7,566.3	6,993.1	10,699.7	6,263.3	4,093.1	4,743.6	5,047.6	5,616.8
SANTA CRUZ COUNTY												
Unincorporated	10.0%	2,362.2	2,709.0	3,117.5	3,305.5	3,841.1	4,082.0	3,262.0	2,982.2	3,375.0	3,806.6	3,686.7
Capitola	10.0%	262.3	260.1	286.4	300.8	340.8	513.0	470.1	458.5	493.4	516.8	596.9
Santa Cruz	10.0%	2,570.6	2,711.0	2,716.4	3,174.7	3,541.4	3,900.9	3,137.4	2,932.3	3,016.5	3,067.8	3,385.1
Scotts Valley	10.0%	98.1	98.2	101.1	105.3	392.1	581.4	442.5	461.6	483.3	542.2	689.4
Watsonville	10.0%	223.8	281.2	281.4	466.6	465.4	567.4	704.0	539.9	580.3	598.3	606.5

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SHASTA COUNTY												
Unincorporated	10.0%	366.1	399.9	294.1	409.9	701.8	514.5	538.7	578.8	601.2	629.4	672.4
Anderson	10.0%	97.8	126.1	150.1	120.3	169.6	175.4	187.0	178.4	171.3	174.6	208.5
Redding	10.0%	2,110.7	2,217.7	2,193.1	2,413.8	2,631.8	2,650.0	2,981.0	3,239.7	3,229.8	3,501.1	3,712.2
Shasta Lake	10.0%	8.2	9.4	9.2	8.4	6.4	11.2	8.9	10.3	10.1	9.9	12.8
SIERRA COUNTY												
Unincorporated	10.0%	160.2	166.2	189.0	182.9	223.8	240.4	252.3	239.4	263.9	248.8	250.9
SISKIYOU COUNTY												
Unincorporated	8.0%	252.6	269.6	289.4	311.3	335.6	376.0	404.3	512.5	402.3	435.6	444.6
Dorris	5.0%	5.0	3.9	3.9	4.8	3.9	4.2	3.6	4.4	4.2	4.5	5.5
Dunsmuir	10.0%	44.5	50.5	57.4	58.3	53.0	52.4	66.9	80.9	78.0	82.5	79.9
Etna	6.0%	0.4	1.1	2.3	3.3		7.3	3.3	7.6	6.2	7.1	8.8
Mt. Shasta	10.0%	249.0	256.7	291.2	306.6	331.9	396.0	463.0	476.5	478.6	461.6	491.1
Weed	10.0%	194.8	206.1	230.2	245.7	247.6	276.1	296.5	314.7	325.6	314.2	365.0
Yreka	10.0%	290.7	308.0	287.3	308.9	349.8	388.7	393.6	407.4	437.8	525.2	564.3
SOLANO COUNTY												
Benicia	9.0%	127.7	138.1	108.2	125.9	156.0	178.3	205.6	162.2	211.3	188.2	200.0
Dixon	9.0%	67.2	71.5	73.5	122.4	135.5	199.0	202.9	178.9	165.3	182.2	225.1
Fairfield	10.0%	816.0	787.4	814.3	802.6	1,203.7	1,335.7	1,282.3	1,100.0	1,365.2	1,397.1	1,459.8
Rio Vista	8.0%	13.6	17.7	12.3	15.7	20.1	25.7	22.4	18.2	22.4	26.4	28.2
Vacaville	8.0%	178.3	364.1	587.8	637.7	458.9	609.1	688.7	941.3	897.7	879.8	998.2
Vallejo	11.0%	945.5	1,083.6	1,150.7	1,340.4	1,616.4	1,972.6	1,821.0	1,540.3	1,448.0	1,391.1	870.3
SONOMA COUNTY												
Unincorporated	9.0%	3,279.4	3,640.7	4,149.8	4,475.6	5,043.2	5,659.0	5,517.1	5,284.5	5,212.8	5,672.1	6,269.7
Cloverdale	10.0%	18.1	28.6	25.9	33.4	30.8	29.0	17.7	21.0	47.5	76.2	105.6
Healdsburg	10.0%	299.7	357.7	322.1	459.3	498.2	542.1	665.2	880.3	905.6	972.7	1,163.7
Petaluma	10.0%	583.6	604.3	662.6	714.3	790.6	868.3	761.4	881.1	1,066.9	1,198.5	1,373.1
Rohnert Park	12.0%	983.5	999.9	1,132.2	1,200.8	1,381.9	1,582.5	1,339.2	1,364.7	1,368.2	1,447.4	1,435.4
Santa Rosa	9.0%	1,871.5	2,019.7	2,355.8	2,555.7	2,989.5	3,375.2	2,990.9	3,093.5	3,036.0	3,236.5	3,589.8
Sebastopol	10.0%				67.6	104.6	204.3	235.2	238.2	233.2	252.7	249.5
Sonoma	10.0%	456.1	475.5	537.4	686.6	856.1	1,215.7	1,576.1	1,695.5	1,899.3	2,047.9	2,310.1
Windsor	10.0%									216.8	422.2	541.3

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STANISLAUS COUNTY												
Unincorporated	8.0%	191.9	129.6	147.8	168.3	325.3	469.6	469.5	573.6	607.3	573.7	544.2
Ceres	5.0%	14.0	15.0	21.0	26.2	30.9	38.7	50.5	69.4	78.1	81.1	91.2
Modesto	9.0%	1,610.4	1,608.1	1,600.2	1,821.4	1,838.0	2,148.4	2,119.8	1,993.9	2,110.9	2,098.3	2,154.7
Oakdale	7.0%	93.7	95.7	119.5	129.6	157.6	159.4	162.7	170.7	188.2	204.9	231.2
Turlock	9.0%	187.6	226.7	220.8	177.0	312.6	282.4	298.1	260.2	270.9	334.7	499.1
SUTTER COUNTY												
Yuba City	10.0%	199.7	211.4	190.7	237.5	240.4	374.2	421.8	531.3	549.9	563.5	571.7
TEHAMA COUNTY												
Unincorporated	8.0%	12.0	14.9	25.0	28.3	35.1	33.4	28.9	26.8	30.5	29.1	27.6
Corning	10.0%	181.9	176.4	184.8	196.9	196.8	190.5	221.0	339.0	172.9	357.8	245.6
Red Bluff	10.0%	343.1	325.7	328.3	371.9	397.5	403.7	459.9	458.1	471.0	503.0	561.9
TRINITY COUNTY												
Unincorporated	5.0%	212.1	176.7	184.0	174.0	195.2	193.1	169.8	183.0	199.1	204.2	206.6
TULARE COUNTY												
Unincorporated	10.0%	513.5	503.1	586.3	598.5	681.9	737.6	831.3	850.5	885.3	1,004.7	1,029.5
Dinuba	10.0%	23.4	36.2	42.7	49.3	46.7	54.4	61.3	58.0	51.7	57.6	74.5
Exeter	4.0%	4.3	4.9	5.4	6.2	21.5	18.3	80.0	26.2	27.0	29.2	31.0
Lindsay	8.0%	30.7	25.6	27.5	35.5	30.8	31.5	20.9	33.5	35.4	9.7	75.8
Porterville	8.0%	163.7	154.0	167.9	167.7	174.6	187.9	186.0	194.1	224.6	253.3	273.6
Tulare	10.0%	282.4	238.6	491.6	363.7	722.0	565.2	563.7	562.4	645.3	665.4	742.3
Visalia	10.0%	1,084.8	1,166.5	1,147.0	1,189.9	1,218.3	1,222.6	1,241.4	1,371.7	1,492.7	1,571.5	1,711.8
TUOLUMNE COUNTY												
Unincorporated	8.0%	695.4	744.5	842.4	880.8	894.2	955.6	953.2	1,084.5	1,122.1	1,152.3	1,306.5
Sonora	8.0%	162.8	157.2	178.9	180.0	187.7	194.1	227.6	228.9	205.0	196.4	207.7

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VENTURA COUNTY												
Unincorporated	8.0%	69.3	69.3	88.5	103.1	119.5	133.4	139.9	229.9	228.0	224.3	236.2
Camarillo	9.0%	739.4	766.6	813.6	843.9	974.0	1,154.9	1,253.1	1,158.8	1,390.9	1,595.1	1,667.0
Fillmore	10.0%	37.1	35.4	45.6	41.8	48.7	52.9	50.5	47.0	40.1	66.7	75.1
Ojai	10.0%	929.6	963.9	1,081.4	1,324.4	1,528.2	1,723.0	1,669.8	1,847.5	618.3	1,276.0	2,080.6
Oxnard	10.0%	1,445.4	1,626.7	1,763.0	1,907.7	1,876.5	2,328.2	2,321.8	2,247.8	2,275.9	2,554.9	3,193.4
Port Hueneme	10.0%	201.5	209.0	218.9	234.7	237.3	264.4	251.7	247.2	297.7	279.6	290.0
San Buenaventura	10.0%	1,997.7	2,256.7	2,310.4	2,508.3	2,436.7	2,896.9	3,017.5	2,835.6	3,169.7	3,352.6	3,558.8
Santa Paula	10.0%	61.6	58.4	65.5	45.7	70.9	75.3	92.0	98.8	114.8	115.6	117.9
Simi Valley	10.0%	562.7	593.7	698.1	785.2	907.2	885.1	998.3	894.1	976.1	1,157.2	1,552.6
Thousand Oaks	10.0%	1,272.6	1,405.4	1,530.5	1,721.5	1,983.2	2,202.7	2,200.0	1,900.0	2,100.0	2,198.0	2,518.0
YOLO COUNTY												
Unincorporated	8.0%	74.3	71.3	78.7	82.0	79.9	81.5	84.1	78.2	58.4	85.3	87.3
Davis	10.0%	396.5	395.6	458.1	595.0	704.5	1,148.6	881.6	909.0	981.1	928.1	943.8
West Sacramento	12.0%	352.1	344.0	388.6	454.7	470.9	521.5	535.1	546.7	568.4	768.3	918.4
Woodland	10.0%	360.3	410.5	445.8	468.9	431.1	471.6	577.2	579.3	715.6	738.7	865.8
YUBA COUNTY												
Unincorporated	10.0%	36.2	30.7	29.7	16.6				95.9	180.3	179.1	214.0
Marysville	0.0%	55.6	57.5	42.1	61.1	48.3	64.3	58.2	58.1	72.8	132.0	69.6

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APPENDICES

Appendix A. Travel Industry Accounts

Appendix B. Travel Impact Estimation Procedures

Appendix C. Definition of Terms

Appendix D. Gross State Product and Indirect Business Taxes

TRAVEL INDUSTRY ACCOUNTS: A COMPARISON OF THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS

An economic account is a method for displaying inter-related information about a set of economic activities. A travel industry account is a method to report different types of related information about the purchase of goods and services by visitors. The Bureau of Economic Analysis (BEA), which now provides annual and quarterly estimates of travel and tourism at the national level describes a Travel and Tourism Satellite Account (TTSA) as “present(ing) a rearrangement of information from the National Income and Product Accounts, from the industry accounts, and from other sources so that travel and tourism activities can be analyzed more completely than is possible in the structure of the traditional national economic accounts.”¹⁰ Similarly, the RTIM has been developed by Dean Runyan Associates, Inc. to estimate travel spending, earnings, employment and tax receipts at the state, county and regional levels. These initial findings can, in turn, be used as input data for deriving estimates of other economic measures, such as value-added and indirect effects.

This appendix provides an overview of the Regional Travel Impact Model (RTIM) and travel and tourism satellite accounts (TTSAs). Although there is no single or absolute form of a TTSA, the one developed by the Bureau of Economic Analysis (BEA) will be the basis of the analysis here. The definitions, framework and estimating methods used for the U.S. BEA TTSA follow, as closely as is practicable, the guidelines for similar travel satellite accounts that were developed by the World Tourism Organization (WTO) and the Organization for Economic Co-operation and Development (OECD).

The primary focus is on the direct impacts of visitor spending. Visitors are defined as persons that stay overnight away from home, or travel more than fifty miles one-way on a non-routine trip. Only the expenditures related to specific trips are counted as visitor spending. Other travel related expenditures such as the consumption of durable goods (e.g., recreational vehicles or sporting equipment) or the purchase of vacation homes are not considered.

While such a definition of the travel industry (i.e., the trip related expenditures of visitors) is conservative, it is also in keeping with the notion of the travel industry as being an export-oriented industry for specific local communities. That is, visitors are important to regions because they inject money into the local economy. This focus on the export-oriented nature of the travel industry for local communities becomes blurred if the industry is defined so as to include non-trip related expenditures.

¹⁰ Peter D. Kuhbach, Mark A. Planting, and Erich H. Strassner, “U.S. Travel and Tourism Satellite Accounts for 1998-2003,” *Survey of Current Business* 84 (September 2004): 43-59.

PRIMARY CONCEPTS, CATEGORIES & DATA REQUIREMENTS

There are three primary types of information that are measured and/or estimated in a travel industry account. The first is a measure of the **travel industry** in terms of both the characteristics of the business firms that sell travel goods and services and the characteristics of consumers that purchase travel industry goods and services. The second is a measure of the **demand segments** that consume travel industry goods and services. For example, the distinction between business and leisure travel is a measure of demand segments. The third is a measure of the **components of economic output** associated with the travel industry. The employee earnings generated by visitor spending is one such component. Travel-generated tax receipts are another. These three categories of information represent different aspects of the accounting ledger – they represent different ways of viewing or analyzing the travel industry.

The bulk of this appendix will discuss these three types of information in terms of their conceptual foundations, the data requirements, and some of the more salient issues of which users of this information should be aware. There will also be some discussion of **indirect and induced effects** in that these effects can be reasonably estimated from the direct travel industry accounts. These secondary (versus direct) effects describe the relationship of the travel industry to other sectors of the larger economy.

The intent of this discussion will be to provide a general overview of the process of constructing travel industry accounts and the underlying similarity between the RTIM and a TTSA. More technical issues are generally placed in footnotes.

TRAVEL INDUSTRY

Defining the travel industry is probably the most critical and data intensive effort involved in developing a travel industry account. It is an exercise in matching supply (sellers of goods and services) with demand (the travelers that purchase those particular goods and services). It is complicated by the fact that no single industrial classification scheme provides a valid measure of the travel industry.¹¹ There are only three significant industrial classifications – accommodations (NAICS 721), Scheduled Passenger Air Transportation (NAICS 481111) and Travel Arrangement and Reservation Services (NAICS 5615) – that *primarily* sell travel industry goods and services.¹² Firms in other industries (retail, recreation, transportation) provide goods and services to both travelers and other types of consumers.

Because of this, most satellite accounts, as well as the RTIM, incorporate at least some information about the expenditures of visitors in order to define the supply of visitor industry firms. For example, if there is an estimate of visitor-days and an estimate of how much the average visitor spends on food services per day, then an estimate of visitor

¹¹ The North American Industrial Classification System (NAICS) is the current standard in the United States.

¹² Even these industries are not purely travel. For example, the accommodations industry provides services to local residents (food service and meeting rooms). Passenger airlines also ship cargo on the same planes that carry passengers. Fortunately, it is usually possible to make adjustments for these non-travel components through the use of additional data.

spending on food services can be calculated. In most cases, this will be only a fraction of all food service sales in that residents are a larger market for most restaurants.¹³

The industry sectors that are usually matched to visitor spending in this way are: accommodations (NAICS 721), food service (722), arts, entertainment and recreation (71), and retail trade (44-45). A portion of transportation business is also part of the travel industry for obvious reasons.

In the case of the transportation sector, the definition and measurement of the travel industry component is more complicated because most transportation spending by visitors involves travel to and from the destination, rather than travel at or within the destination market. This is not an issue if the geographic scope of the travel industry market includes the origin and destination of travel. National travel industry accounts thus include all domestic passenger air transportation in the travel industry. The issue is more complicated at the state or regional level, however. Suppose, for example, that the focus of a travel industry account is the state of Arizona. How should the purchase of a round trip airline ticket by a Chicago resident traveling to Phoenix be treated in that only some of the economic impact of this spending will occur in Arizona? A reasonable approach would be to allocate only a portion of this spending (and related payroll, taxes, etc.) to Arizona and ignore the remainder for the purpose of creating a travel industry account for Arizona. However, if this procedure were followed for every state, the sum of the state accounts would be less than the national travel account. The state accounts would be additive if outbound air travel from each state were included. However, this is methodologically inconsistent with the construction of a national account, which does not include outbound travel as a component of domestic tourism demand. The approach used in the RTIM is to make a distinction between the *visitor industry*, that includes only visitor demand, and the *travel industry*, which includes visitor demand and that portion of outbound travel that can be attributed to the resident economy. For example, the passenger air transportation employment in Arizona can be divided between three groups of travelers: inbound, outbound and pass-through. Only that employment attributable to inbound travel is part of the Arizona *visitor industry*. Employment attributable to outbound and pass-through travelers is included with the larger *travel industry*.¹⁴

The following two tables display the specific industries that are included in the travel industry for the BEA's national TTSA and the RTIM. Although not identical, the industries are equivalent with only a few exceptions.¹⁵

¹³ The proportion can vary enormously among regions and localities, however. In many popular visitor destinations, the primary market for food service will be visitors. It should also be noted that even with reliable visitor survey data, there is still the issue of how to translate spending on food service *commodities* to the supply of food service by *industry*. As indicated in the footnote above, food service is also supplied by the accommodation industry.

¹⁴ The same issue arises with Travel agencies and reservation services (NAICS 5615). Most of these services are probably related to outbound travel and are treated as such in the RTIM.

¹⁵ The major exception is that the BEA includes the production of consumer non-durables that are sold through retail outlets. This is not a major component and would be even less so at the level of the state.

**Bureau of Economic Analysis Tourism Industries
Distribution of United States
Travel-Generated Compensation, 2002**

Accommodations & Food Service	35.4%
Traveler accommodations	21.0%
Food services and drinking places	14.3%
Transportation	29.2%
Air transportation	20.7%
Rail transportation	0.5%
Water transportation	0.9%
Interurban bus transportation	0.4%
Interurban charter bus transportation	0.3%
Urban transit systems & other tran.	1.6%
Taxi service	0.9%
Automotive equipment rental & leasing	2.4%
Automotive repair services	1.2%
Parking lots and garages	0.2%
Toll highways	0.1%
Recreation	11.1%
Scenic and sightseeing transportation	0.5%
Motion pictures and performing arts	1.2%
Spectator sports	2.2%
Participant sports	2.5%
Gambling	2.4%
All other recreation and entertainment	2.3%
Retail & nondurable goods production	16.2%
Petroleum refineries	0.2%
Industries producing nondurable PCE commodities, excluding petroleum refineries	4.7%
Wholesale trade & tran. services	4.2%
Gasoline service stations	0.9%
Retail trade services, excluding gasoline service stations	6.2%
Travel arrangement & reservation services	7.0%
All other industries	1.1%
Total Tourism Compensation	100.0%

Source: Adapted from Peter D. Kuhbach, Mark A. Planting, and Erich H. Strassner, "U.S. Travel and Tourism Satellite Accounts for 1998-2003," Survey of Current Business 84 (September 2004): 59, table 5.

RTIM Travel Impact Industries Matched to NAICS

Food & Beverage Stores (445)
Gasoline Stations (447)
Clothing and Clothing Accessories Stores (448)
Sporting Goods, Hobby, Book and Music Stores (451)
General Merchandise Stores (452)
Miscellaneous Store Retailers (453)

Ground Transportation

Interurban and Rural Bus Transportation (4852)
Taxi and Limousine Service (4853)
Charter Bus Industry (4855)
Passenger Car Rental (532111)
Parking Lots and Garages (812930)

Air Transportation

Scheduled Air Passenger Transportation (481111)
Support Activities for Air Transportation (4881)

Travel Arrangement Services

Travel Agencies (56151)
Tour Operators (56152)

Source: Dean Runyan Associates, Inc.

DEMAND SEGMENTS

The distinction between inbound and outbound travel has already been discussed in the previous section and in terms of the concepts of the *visitor industry* and the *travel industry*. Three other types of demand segments that are related exclusively to the *visitor industry* will be discussed here. The first two demand categories are reported by the BEA in their national TTSA. They are: ***leisure versus business travel*** and ***resident versus non-resident travel***. The third demand category is typically reported in the RTIM: ***type of traveler accommodation***. These three demand categories will be discussed in turn.

The distinction between ***leisure versus business travel*** is useful for several reasons. Economists like to distinguish between personal consumption expenditures on the one hand and business expenditures on the other. Indeed, this distinction is central for the National Income and Product Accounts (NIPAs). Those in the travel industry are more likely to be interested in this distinction due to the fact that leisure travelers represent a more “marketable” segment because their travel choices are less determined by economic and business factors. Furthermore, business and leisure travelers tend to have different spending profiles. The availability of this information in either a state or regional TTSA or RTIM is essentially dependent on the availability of survey data (as it is at the national level). It should be noted, however, that such estimates are considerably less reliable for smaller geographic areas because of the limitations of survey data. Even at the state level, year-to-year changes in the composition of this demand segment should be interpreted in conjunction with other data.

The distinction between ***resident versus non-resident travel*** is fundamental to a national TTSA because it mirrors the distinction between the domestic economy and international transactions. Non-resident travel in the United States is considered an export in the official international transaction accounts.¹⁶ The distinction is obviously also important because it is based on different political, legal and currency regimes – factors that in themselves influence travel behavior. At the level of the state or region, the distinction between resident and nonresident travel is less important, although it is often reported.¹⁷ There are at least two reasons why this distinction is less useful at state and regional levels.

First, there is considerably less of an economic rationale for distinguishing resident and non-resident travel at the level of the state, or any other political jurisdiction within the United States, than there is at the national level. States do not maintain interstate trade balance sheets that chart the flow of goods and services across state boundaries. From an economic point of view, the administration of the tax system is the primary, if only, reason for this distinction. In the case of travel and tourism, the evaluation of the tax impacts of resident versus nonresident travel might also be important.¹⁸

¹⁶ Conversely, the spending of U.S. visitors in other countries is treated as an import in the international transaction accounts.

¹⁷ The issues discussed with regard to the reliability of survey data for leisure versus business travel also applies to this category

¹⁸ Nonresident visitors who pay taxes in their destination state represent an unambiguous gain for the state. This effect is less clear for resident travelers within the state.

Second, travel is behaviorally defined by length of distance from home (usually at least 50 miles one-way), trip purpose (non-routine), and/or the use of an overnight accommodation away from home. Rarely is domestic travel defined by virtue of crossing a geographic boundary.¹⁹ The operators of tourist attractions in local communities are generally less interested in the origin of visitors than in the revenue that they generate for their businesses. In terms of the economic impacts at the *local* level, the distinction between in-state residents, out-of-state residents and international visitors may not be relevant other than for the purpose of marketing. However, other geographic characteristics of the visitor (e.g., distance traveled, the specific area of origin) are generally more useful measures of the visitor market than whether the visitor is a resident or nonresident.

Finally, the distinction among different ***types of traveler accommodations*** is generally reported in the RTIM. Typically, these categories are:

- Visitors who stay in hotels, motels, B&Bs. and similar lodging facilities
- Visitors who stay at campsites
- Visitors who stay in the private homes of friends or relatives
- Visitors who stay in vacation or second homes
- Visitors who do not stay in overnight accommodations on their trip away from home (day visitors).

These distinctions can be useful because estimates of economic impacts are often used for different purposes. The total of all accommodation types, of course, is an estimate of the total magnitude of the visitor industry. Visitors who stay in commercial lodging such as hotels and motels are most likely to have the greatest economic impact on a person-day basis. These visitors are also more likely to be influenced by marketing efforts. In urban areas, a large proportion will represent business travel. In other words, the type of accommodation category can be used in conjunction with other types of data to analyze the market characteristics of visitors.

¹⁹ In essence, state level travel impact estimates really represent an aggregation of smaller geographic units, such as counties or regions. Populous states with large landmasses (e.g., California or Texas) will have a higher proportion of resident travel than small states (e.g., Rhode Island or Delaware).

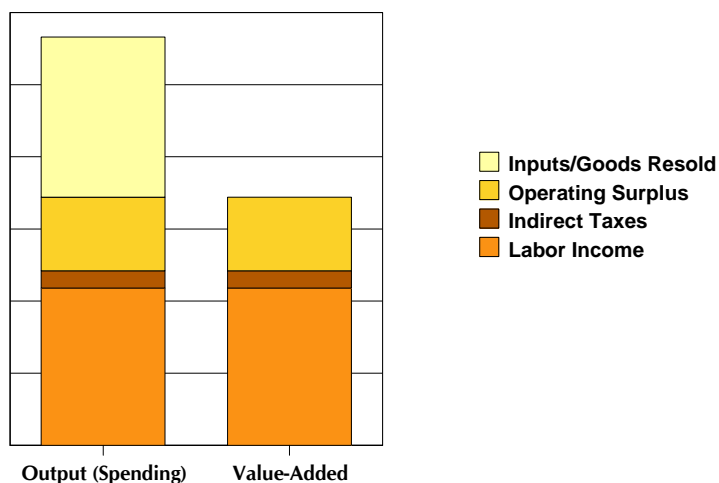
COMPONENTS OF INDUSTRY OUTPUT

Because both the RTIM and the TTSA are empirically linked to NAICS industry accounts, it is possible to provide estimates of different components of economic output. The major economic components most often estimated are:²⁰

- Travel spending (Gross Output)
- Value-added (Gross Product)
- Earnings (labor income)
- Indirect business taxes (sales, excise, property taxes & fees).

The relationship of these components is shown below. As indicated, the value-added of a particular industry (the bar on the right) is equal to gross output (travel spending) minus the intermediate inputs used by travel industry businesses to produce the good or service. Restaurants, for example, prepare and serve the food products that are purchased from suppliers. Airlines purchase or lease airplanes from other firms. These intermediate inputs are not counted as part of the value-added of the travel industry. They are counted as value-added in other industries (e.g., agriculture, aerospace manufacturing).

COMPONENTS OF INDUSTRY OUTPUT



The distinction between gross output and value-added is probably even more important at the state or regional level. This is because the intermediate inputs that are purchased from other industries are even more likely to be purchased from businesses located in different regions or states. The economic impact of air passenger travel in the state of Hawaii should not include the purchase of airplanes manufactured in the United States mainland

²⁰ There are some small differences between the BEA TTSA and the RTIM in what these components include. The BEA allocates proprietor income to Operating Surplus; the RTIM allocates it to Labor Income. The RTIM does not have an estimate of property taxes in indirect taxes. Overall, property taxes on businesses are a relatively small proportion of indirect taxes.

by Boeing or in Europe by Airbus. Travel industry value-added is a more meaningful measure of the true economic impact visitor spending in Hawaii because some of economic impact of that spending will occur elsewhere.²¹

Value-added can also be viewed in terms of the distribution or payout of industry receipts, exclusive of those paid to other firms for intermediate inputs. Some of the receipts are distributed to labor as wages, benefits and proprietor income. Some receipts are paid to government as indirect taxes. These taxes are called “indirect” because most of them are actually paid by consumers in the form of sales or excise taxes.²² The remainder leaves gross operating surplus. Out of gross operating surplus various payments are made in the form of dividends, interest and other payments, or retained by the firm. The sum of these three broad categories of payments is equal to travel industry value-added. To summarize:

Value-added = Spending *less* intermediate goods & services, or

Value-added = Labor Income *plus* indirect business taxes *plus* gross operating surplus.

The RTIM is similar to the TTSA in that it also provides estimates of these components of economic output. Travel spending, earnings and tax impacts are generally provided at the state or regional level. Value-added is generally reported at the state-level only (sometimes referred to as Travel Industry Gross State Product). At the level of the state, travel industry value-added or GSP is an important measure – more economically meaningful than travel spending.²³ For smaller geographic areas, however, the rationale for reporting value-added is less clear. First, there are real data limitations and data costs in deriving these estimates. Second, ***the most important components of value-added for the travel industry are earnings and tax receipts***. Because the travel industry is relatively labor intensive and because a large proportion of travel industry goods and services are subject to excise and sales taxes, these two components of value-added (labor income and indirect taxes) are relatively high for the travel industry. The local effects of gross operating surplus are generally less important and certainly much more difficult to assess than are earnings and tax impacts. The relevance of earnings and tax receipts is also in keeping the export-oriented emphasis of the travel industry: earnings and tax receipts are more likely to stay in the local economy than is operating surplus.

²¹ It should also be noted the value of the intermediate inputs used by travel industry firms will not necessarily disappear if the travel industry stops buying them. Aerospace firms will shift their production to other users (e.g., military). Agriculture will seek new markets for their products.

²² Other taxes included here are property taxes, business franchise taxes and other fees. Income taxes are not included, because they are paid out of operating surplus.

²³ It is also possible to compare different industries with respect to their value-added. It is more difficult and less useful to compare industries on the basis of sales.

INDIRECT, INDUCED AND SECONDARY EFFECTS

To this point, the discussion of travel industry accounts has referred only to the direct output components. That is, the ripple effects of the re-spending of travel industry receipts throughout the larger economy have not been analyzed. The structure of both the TTSA and the RTIM permit such analysis.

- **Indirect** effects refer to the intermediate inputs used to produce the final product or service, providing that those inputs are themselves produced within the designated geographic area.
- **Induced** effects refer to the purchase of goods and services by *employees* that are attributable to direct and indirect impacts. These induced impacts are derived from economic data that describe the purchasing patterns of households. For example, employees of all the designated export-oriented industries will spend their income on food, household durables, health care and so on.
- The sum of indirect and induced impacts is sometimes referred to as the **secondary** effect. These secondary impacts may be as great or greater than the direct impact alone.
- The ratio of the total effects (direct plus either indirect, induced or secondary) to the direct effects is the **multiplier**.

The BEA reports the **indirect** components of economic output. This is equivalent to domestic travel spending less the goods and services imported from abroad to meet domestic demand. For travel, these imports would include souvenirs manufactured in China and petroleum extracted in Saudi Arabia. The indirect output multiplier for 2002 was 1.76. The ratio of domestic travel spending to travel industry value-added was 1.88. The difference reflects the intermediate inputs for travel imported from abroad.

At the state level, these indirect output multipliers are typically lower because relatively more of the intermediate inputs are purchased from outside of the state. At the county or metropolitan level, the multipliers are generally even lower for the same reason. Furthermore, the estimates are usually less reliable because of the data limitations of the regional input-output model used to estimate the indirect effects.

The BEA does not report **induced** effects – the effect of household spending of the direct and indirect labor income. Typically, these induced effects will be larger than the indirect effects at the state or regional level, in part because they are based on both the direct and indirect components.²⁴ As with indirect effects, the induced effects will also tend to be lower for smaller economic areas and the reliability of the estimates will be less.

Secondary effects should be interpreted cautiously. These effects describe the relationship of economic transactions at a point in time. These relationships will not necessarily remain constant with a change in direct economic output. This is because all economic resources have alternative uses. Because of this, it is often difficult to determine the effect of an increase or decrease in visitor spending on the larger economic system over time.

²⁴ The induced effects can be estimated with the Implan model maintained by the Minnesota Implan Group.

THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS COMPARED

This appendix has provided an overview of Dean Runyan Associates, Inc. RTIM and the Bureau of Economic Analysis' domestic TTSA. These travel industry accounts are similar in terms of how they define the travel industry and the measures of the industry that are reported. The differences stem largely from their different levels of analysis – the BEA provides estimates at the national level only, while the RTIM's are typically constructed on a state or regional level. Because of this geographic focus, the RTIM provides a distinction between the visitor industry and the travel industry. The RTIM also provides measures of all of the components of economic output and secondary effects at the state or large region level. At smaller units of analysis, however, the emphasis is on earnings and tax receipts generated by travel spending as these are the most reliable and meaningful measures of the economic impact of travel at the local level.

TRAVEL IMPACT ESTIMATION PROCEDURES

TRAVEL SPENDING

Hotel, Motel, B&B. Spending on commercial accommodations by hotel and motel guests is estimated from state room tax receipts for each county. Where room tax receipts are unavailable or incomplete, room sales are estimated from lodging inventories, occupancy rates and room rates. Other lodging industry data, such as sales tax receipts, employment and earnings, are also used to estimate and/or validate room sales. Spending by hotel and motel guests in other business categories, such as food and transportation, is estimated using spending distributions reported in the visitor survey data. The spending distribution shows how travelers divide their spending between lodging and other purchases.

Private Campground. Spending by campers using commercial campgrounds is estimated from the number of commercial campsites, the average occupancy of these campsites, and the average daily expenditures of visitor camp parties reported in survey data. Spending in other business categories is estimated in the same way as for hotel guests.

Public Campground. Spending by campers using public campgrounds is estimated from visitor counts at federal, state, and locally managed campsites and recreation areas, and daily spending estimates from the visitor survey.

Private Home. Spending by private home guests is determined from census data and visitor survey data. The number of owner-occupied housing units per county is taken from the decennial census and updated annually. The average number of days per year visitors hosted by residents and the average daily spending of these visitors are estimated from visitor survey data.

Vacation Home. The estimated spending by vacation home renters and owners is also based on census data and visitor survey data. The number of seasonal housing units per county is taken from the decennial census and updated annually. The average number of days per year that these units are occupied by owners or renters (where a room tax is not collected) and the average daily spending of these visitors are estimated from visitor survey data.

Day Travel. The share of day visits as a percentage of total travel is estimated from visitor survey data and applied to average daily spending estimates to produce day visitor spending.

Air Transportation. Visitor spending estimates for air transportation are derived from the Origin-Destination survey conducted for the Bureau of Transportation Statistics. Employment and earnings estimates are derived from industry receipts, payroll and

employment data for passenger traffic. The impacts of air cargo operations on scheduled passenger flights are not included in these estimates.

Travel Agencies. This category consists of travel agencies (NAICS 56151). Employment estimates are based on employment data provided by the Bureau of Labor Statistics. Spending estimates are derived from the 1997 Economic Census.

RELATED TRAVEL IMPACTS

Spending by travelers generates jobs, payroll and state and local tax revenue.

Earnings generated directly from traveler expenditures are estimated from the payroll-to-receipts ratio obtained from data published in the 2002 Economic Census and the state and county estimates of earnings and employment produced annually by the Bureau of Economic Analysis' Regional Economic Information System (REIS). Earnings includes payroll and other earned benefits of employees, and proprietor income.

Employment in each business category is calculated from average earnings data derived from Bureau of Labor Statistics Covered Employment and Wages (CEW) data and the earnings and employment produced annually by the Bureau of Economic Analysis' Regional Economic Information System (REIS).

Local Taxes consist of all local (municipality, county, special districts) point-of-sale taxes, including room taxes and sales taxes. Property taxes are not included.

State Taxes consist of all statewide point of sale taxes (including sales taxes and gasoline excise taxes) and personal and corporate income taxes.

DEFINITION OF TERMS

Accommodation: Spending for lodging by hotel and motel guests, campers and vacation home users.

Air Transportation: One-way airfares and related impacts for visitors traveling to California. Outbound and resident air travel is included in “other travel” category.

Campers: Travelers staying at RV parks and commercial campgrounds or at public campgrounds such as those in National Parks and National Forests.

Day Travel: Day travel is defined as a trip of 50 miles or more (one way) that does not include an overnight stay away from home. Day travel does not include routine commutes for business or school.

Earnings: Total earnings include wage and salary disbursements, other earned benefits and proprietor income. Only the earnings attributable to travel expenditures are included.

Employment: Industry employment (jobs) associated with the travel-generated payroll and proprietors. This includes both full- and part-time positions.

Expenditures: Purchases by travelers during their trip, including lodging taxes and other applicable local and state taxes paid by the traveler at the point of sale.

Food and Beverage Services: Businesses serving food and beverages for immediate consumption. In addition to table-service restaurants, this category includes fast-food outlets and refreshment stands.

Food Stores: Grocery stores, food markets, liquor and wine stores and other businesses selling food or beverages for consumption off the premises.

Ground Transportation: Spending on car rentals, gasoline and other vehicle operating expenses and on local transportation such as taxi, bus and train.

Hotel and Motel Guests: Travelers staying in hotels, motels, resorts, bed & breakfast establishments, condominiums and other lodging places where the Transient Lodging Tax is collected.

Local Tax Receipts: Tax revenue collected by counties and municipalities, as levied on applicable travel-related businesses. Consists of transient lodging taxes and local use taxes.

Private Home Guests: Travelers staying as guests with friends or relatives.

Receipts: Travel expenditures less the sales and excise taxes imposed on those expenditures. Also referred to as business receipts.

Recreation: Spending on amusement and recreation, such as admissions to tourist attractions.

Retail Sales: Spending for gifts, souvenirs and other items. Excludes spending listed separately, such as food stores or recreation.

Spending Distributions: Information from visitor surveys showing how spending by each type of visitor is divided among various business categories.

State Tax Receipts: Personal income taxes based on the associated travel-generated employment; state corporate income taxes and motor fuel taxes attributable to travel expenditures.

Transient Lodging Tax: A tax charged on lodging. Also referred to as room tax, transient occupancy tax, hotel tax or lodging tax.

Travel: A day or overnight trip that is not of a local or commuting nature. Travel may be for business or pleasure purposes.

Travel Arrangement: Fees paid to travel agents and tour operators and related impacts are included in "other travel" category.

Traveler: A person traveling in California. A traveler may be an California resident or a resident of another state. The terms traveler and visitor have the same meaning in this report.

Vacation Home User: Travelers using their own vacation home or timeshare and those renting a vacation home or privately owned cabin where transient lodging tax is not collected.

Visitor Spending. Spending by travelers at or near their destinations. This excludes outbound airfares spending on travel arrangement services. All automobile operating expenses are included in the ground transportation component of destination spending.

Appendix

Gross Domestic Product and Indirect Business Taxes California Industries, 2004

	GDP (\$ Millions)	Percent of GDP	
		Taxes Only	Taxes less Subsidies
Total Gross Domestic Product by State	1,519,202	6.8%	6.3%
Private industries	1,348,148	7.7%	7.3%
Agriculture, forestry, fishing, and hunting	25,893	2.4%	-4.5%
Crop and animal production (Farms)	18,767	2.5%	-7.1%
Forestry, fishing, and related activities	7,126	2.1%	2.1%
Mining	8,333	5.7%	5.7%
Oil and gas extraction	5,590	7.0%	7.0%
Mining, except oil and gas	1,500	3.3%	3.3%
Support activities for mining	1,243	2.7%	2.7%
Utilities	24,274	19.6%	19.6%
Construction	69,778	1.0%	1.0%
Manufacturing	145,216	4.1%	4.1%
Durable goods	89,508	1.8%	1.8%
Wood product manufacturing	2,663	1.1%	1.1%
Nonmetallic mineral product manufacturing	4,733	1.7%	1.7%
Primary metal manufacturing	2,527	3.0%	3.0%
Fabricated metal product manufacturing	9,690	1.4%	1.4%
Machinery manufacturing	8,414	1.5%	1.5%
Computer and electronic product manufacturing	30,946	2.7%	2.7%
Electrical equipment and appliance manufacturing	3,300	2.2%	2.2%
Motor vehicle, body, trailer, and parts manufacturing	2,974	1.8%	1.8%
Other transportation equipment manufacturing	9,568	1.2%	1.2%
Furniture and related product manufacturing	3,227	0.9%	0.9%
Miscellaneous manufacturing	11,467	1.0%	1.0%
Nondurable goods	55,708	7.7%	7.7%
Food product manufacturing	16,062	19.2%	19.2%
Textile and textile product mills	1,391	3.5%	3.5%
Apparel manufacturing	4,525	1.3%	1.3%
Paper manufacturing	2,367	3.3%	3.3%
Printing and related support activities	4,503	0.9%	0.9%
Petroleum and coal products manufacturing	5,155	7.4%	7.4%
Chemical manufacturing	16,997	3.0%	3.0%
Plastics and rubber products manufacturing	4,707	1.7%	1.7%
Wholesale trade	86,194	25.0%	25.0%
Retail trade	108,267	23.7%	23.7%
Transportation and warehousing, excluding Postal Service	35,167	5.2%	3.3%
Air transportation	5,652	9.4%	9.4%
Rail transportation	858	3.1%	-64.2%
Water transportation	750	5.6%	-6.3%

Source: Bureau of Economic Analysis

Gross Domestic Product and Indirect Business Taxes California Industries, 2004

	GDP (\$ Millions)	Percent of GDP	
		Taxes Only	Taxes less Subsidies
Truck transportation	9,987	1.8%	1.8%
Transit and ground passenger transportation	1,647	5.1%	5.1%
Pipeline transportation	735	9.7%	9.7%
Other transportation and support activities	12,155	7.1%	7.1%
Warehousing and storage	3,383	0.9%	0.9%
Information	99,311	3.1%	3.1%
Publishing including software	17,400	1.1%	1.1%
Motion picture and sound recording industries	29,282	1.1%	1.1%
Broadcasting and telecommunications	41,913	5.8%	5.8%
Information and data processing services	10,717	0.9%	0.9%
Finance and insurance	108,822	3.7%	3.7%
Federal Reserve banks, credit intermediation and related serv	59,420	2.1%	2.1%
Securities, commodity contracts, investments	19,678	1.5%	1.5%
Insurance carriers and related activities	27,275	9.0%	9.0%
Funds, trusts, and other financial vehicles	2,448	0.9%	0.9%
Real estate, rental, and leasing	245,679	9.6%	8.5%
Real estate	231,130	9.9%	8.8%
Rental and leasing services and lessors of intangible assets	14,549	4.8%	4.8%
Professional and technical services	120,354	1.0%	1.0%
Legal services	24,259	2.0%	2.0%
Computer systems design and related services	20,766	1.1%	1.1%
Other professional, scientific and technical services	75,329	0.7%	0.7%
Management of companies and enterprises	25,258	0.5%	0.5%
Administrative and waste services	47,599	1.8%	1.8%
Administrative and support services	43,930	1.2%	1.2%
Waste management and remediation services	3,669	8.5%	8.5%
Educational services	11,693	1.3%	1.3%
Health care and social assistance	89,387	1.3%	1.3%
Ambulatory health care services	47,933	1.1%	1.1%
Hospitals and nursing and residential care facilities	33,479	1.9%	1.9%
Social assistance	7,976	0.4%	0.4%
Arts, entertainment, and recreation	19,273	2.7%	2.7%
Performing arts, museums, and related activities	11,799	2.2%	2.2%
Amusements, gambling, and recreation	7,474	3.6%	3.6%
Accommodation and food services	40,711	10.8%	10.8%
Accommodation	11,593	6.8%	6.8%
Food services and drinking places	29,118	12.4%	12.4%
Other services, except government	36,936	6.9%	6.9%
Government	171,054	0.0%	-1.4%
Federal civilian	23,105	0.0%	0.0%
Federal military	15,453	0.0%	0.0%
State and local	132,496	0.0%	-1.8%

Source: Bureau of Economic Analysis